

Creating a Dream Book

The Perfect Yearbook



One of the things you may see in yearbook publications or hear from yearbook workshop speakers is the idea of creating a dream book.

We think it's a great idea and we would love to help. Here's what's involved. Prior to attending the summer workshop, get together with your staff and ask some fundamental questions about your current yearbook. Here are some good ones to start with but you will think up more, we're sure

— What was the best part of the 2003 yearbook? The worst? The most popular with students? The least? What do we want more of? What less?

Next, get out some great yearbooks from other schools (if you don't have any ask me to borrow some) and go through them looking for ideas that grab you. Things you want to do with your book. Do this individually with each person looking at numerous books and making notes of the things they like or don't like.

Other sources for ideas might be the new Jostens "Gotcha Covered Look Book" we mentioned in this newsletter earlier this spring (call me for a copy), popular magazines from your library or the centerfold "Idea Generator" from previous editions of this newsletter.

Lastly, consider me a source and ask me to join in this process and bring my cover, color and endsheet materials to browse as well.

Once you have individual ideas down on paper, then get together as a group and brainstorm them onto a black or white board.

Next, rank order them by consensus as to how important they are to your 2004 yearbook. Which do you want the most? Which can wait until 2005?

Find out from me the cost of the improvements you want.

Brainstorm ways to pay for those improvements and enhancements to your yearbook.

All that's left then is to go out and make it happen!