VARSITY YEARBOOK

PORTfOLIO

YBK ALL DAY

1 OF 3

COVER & ENDSHEETS

COVER

Your cover sets the tone for the entire book. It should be cohesive, conceptually clear and aligned with your theme's verbal statement and visuals.

ANTHOLOGY MINIMUM STANDARDS

- ☐ Include school name, year and city and state
- ☐ Have a clear theme that matches the overall design
- ☐ Choose a creative theme that's relevant, relatable, recognizable, repeatable and easy to grasp
- ☐ Use fonts that reinforce the theme
- ☐ Display the theme statement on the front lid
- ☐ Include the book name on both the front lid and the spine
- ☐ If there are people or photos, include captions on the endsheet or another obvious place

BEST PRACTICES

- ☐ Display the theme statement also on the spine
- ☐ Convey strong school spirit throughout the design
- ☐ Establish a consistent color palette and plan that continues throughout the book

ENDSHEETS

Endsheets should be both functional and thematic, setting the tone as the book opens and reinforcing the theme as it closes.

ANTHOLOGY MINIMUM STANDARDS

- ☐ Clearly identify sections and page numbers
- ☐ Compliment the cover design in graphics, fonts, colors and theme
- ☐ If there are people or photos, include captions and photo credits

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SPREADS

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Each spread tells a story, both visually and verbally. Strive for a balance of variety and connection.

ANTHOLOGY MINIMUM STANDARDS

- ☐ Use in-focus photos, and make sure dominant photos are candid rather than posed
- ☐ Write headlines with active verbs and avoid simple labels
- ☐ Include a folio (page number and section)
- ☐ Identify all students
- ☐ Add bylines for stories and credits for photos
- ☐ Ensure copy is readable with hierarchy
- ☐ Avoid empty spaces or cluttered layouts unless the theme calls for it

GOOD PRACTICES

- ☐ Create a strong visual–verbal connection between the headline and dominant photo
- ☐ Write engaging captions that include quotes and lead-ins
- ☐ Anchor coverage spreads with dominant copy
- ☐ Ensure that text and subjects' faces do not fall into the gutter
- ☐ Keep headlines and type packages proportionate to the overall design
- ☐ Maintain a clear eyeline with consistent internal and external spacing
- ☐ Include a detailed folio with the section, spread topic or theme
- ☐ Provide coverage on every spread including people, reference and index pages
- ☐ Add a brief table of contents to each section's divider as a reader service
- ☐ On team reference pages include final records, scores or tournament results
- ☐ On the colophon include comprehensive details about staff, theme and production

BEST PRACTICES

- ☐ Maintain a clear hierarchy across the spread
- ☐ Ensure topics are clear and represent students accurately and journalistically
- ☐ Write interesting, student-centered copy that tells stories rather than lists events
- ☐ Cover a wide variety of students and use mods to increase inclusivity
- ☐ Demonstrate consistency in theme, tone and design throughout
- ☐ Have at least one element (photo, color bar, etc.) that bleeds, extending beyond the outside margin
- ☐ Use eye-catching photos with diverse angles
- ☐ Follow a consistent caption style, such as a identifiers with an ABCDQ
- ☐ Craft headlines that grab attention and make visual-verbal connections

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PHOTOGRAPHY

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Your photos are the heartbeat of the yearbook as they tell the story visually.

ANTHOLOGY MINIMUM STANDARDS

- ☐ Include photo credits and use primarily student-taken images
- ☐ Ensure all photos are in focus and demonstrate basic composition principles
- ☐ Avoid major cropping errors that remove key subjects or context
- ☐ Capture action, reaction or candid moments rather than posed shots
- ☐ Make sure central elements, such as a ball or featured object, are within the frame

BEST PRACTICES

- ☐ Capture as many faces, voices and personalities as possible to reflect the full community
- ☐ Strive for broad and balanced coverage, avoiding repetition of the same people or groups
- ☐ Apply advanced composition techniques to create visual variety and storytelling depth
- ☐ Use thoughtful framing, angles and lighting to enhance visual impact and emotion
- ☐ Encourage photographers to document authentic moments that reveal character and connection