



10 WAYS TO GIVE YEARBOOKS IMPACT

10. MORE QUOTES

Students love to see their names and the names of their friends. This is also an excellent way to include more students in the yearbook.

9. PACKAGING

Link small related ideas about the spread for jump spreads and better overall coverage.

8. GOOD WRITING—W.E.D.

A marriage of great Writing, thoughtful Editing and contemporary Design always attracts attention.

7. INFO GRAPHICS

Use contemporary graphics that include surveys, graphs and other elements for quick reader communication.

6. ECHOING COLOR

Use a spot color to echo a headline or type style in your alternative copy.

5. HOT TOPICS

Get a reader's attention with topics that say NOW!!

4. WELL-DESIGNED TYPOGRAPHY

Type fonts are keys to visual success.

3. AN INNOVATIVE WAY OF DOING THINGS

Move away from the big story and approach coverage as a way to get more people, events and information about your student body into the book.

2. GREAT PHOTOGRAPHY

Support the quote, bios and Q & A with lots of good photos.

1. COVERAGE

This is not your parents' yearbook! Loosen things up and make it appealing with a new twist on a routine story.

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