



THE YEARBOOK WHYS PODCAST PROJECT LIST

SEASON 1, EPISODE 10 // WHY UMBRELLA? // ERINN HARRIS, MJE

1. Study the concept.

Using the files provided, choose the digital collection of spread images from one of the volumes Harris provided and analyze the way the book is divided based on the main tagline. Then, choose two sections and take a deeper dive into those, studying the way each spread's umbrella topic allowed for coverage of an array of topics on one unified spread.

2. Give it a try.

Using the 2020 book and this year's theme, imagine either the clubs or academics section from an umbrella/blended perspective. First, choose the theme-related idea for the section, then take the additional steps of listing the topics (based on the number of spreads in the section) and distributing content among the spreads. Before you reflect on the viability of this plan for your staff/yearbook next year, check to make sure that all topics/groups included in the 2020 book have similar coverage in the section you proposed. You don't want the readers to feel like your new plan provided inferior or unbalanced coverage. This is probably NOT a project for a new staffer; a strong understanding of yearbook fundamentals makes this a better option for a staff.