

# CONTENT CREATORS

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In a year with so many unknowns, particularly about how group activities like sports, clubs, and large events will be handled, we do know two things: Student life and learning will continue, and it's our job to record what that looks like for the history books. Use these Content Creators to find worthy topics to pivot to when normal happenings radically change and to easily gather content. [CLICK HERE](#) for a tutorial of how it all works.

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# CONTENT CREATORS

**GOOGLE FORMS:  
WE'VE BUILT THEM.  
YOU SEND THEM.**

To help you source content for your yearbook, we're not only arming you with 121 different ideas for spreads, but we've also pre-built a Google Form for every single one. Click any topic below, and you'll be prompted to save your own copy of a Google Form. To gain a better of understanding of how to use Google Forms for this kind of content outreach, simply [CLICK HERE](#) for a video tutorial that explains both the Creators and Google Forms.

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# GOOGLE FORMS

## GATHER CONTENT EASILY USING ALREADY MADE GOOGLE FORMS!

With Google Forms, Google has made it very easy to both seek and gather content from many people, whether it's text, polls or even photos. To accompany our Content Creators (121 ideas for content that will fully reflect life this school year), we've created a Google Form for each one so that you can easily send requests and receive content back!

### 1. GOOGLE ACCOUNT

- To use a Google Form, you do need to have a Google account (and yes, parents, as does being part of a Google classroom or Google suite!)

### 2. NAVIGATE TO THE FORMS

- We've made it easy to find the Google Form you need: Simply click whatever topic you are interested in right on the Google Forms sheet (page 2 if you're looking at the Content Creators book!) Each topic is linked directly to its corresponding Google Form.



### 3. COPY THE FORM

- As you click a topic, Google Forms will launch, and you'll be prompted to "Copy Document." This is what you want! Click "Make a Copy."

### 4. PRO TIPS ON WHAT HAPPENS WHEN YOU MAKE A COPY

- Copying the Google Form means it lives in YOUR Google Drive now - you are the "owner" of the Form. You have full permissions to change the Form in whatever way suits you best (and we will show you a few of those options.) The Form AND any content that comes in for it live in the owner's Google Drive. Remember, the owner is whoever makes the copy of the Form!

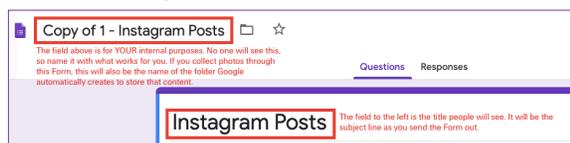
### 5. HOW TO SHARE A FORM

- Anywhere you see "Share" or "Send", you'll have options for sending the Form. To send to a handful of people, click the purple "Send" button and input in email addresses. If you want to get distribute this to many people, we think it's easiest to click the "link" icon, generate/copy the URL, and put it in an eDesign Send & Sell message to your chosen demographic. PS - Keep "Collect email addresses" checked so that you can get in touch with the person responding if necessary!



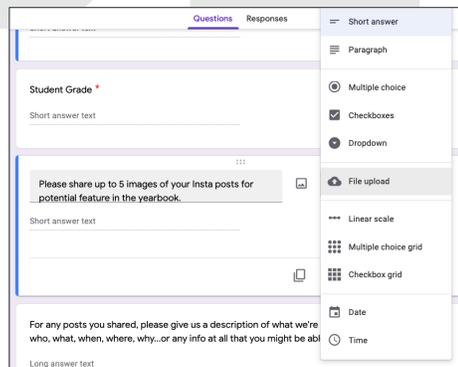
### 6. HOW TO NAME YOUR FORM

- When you make your copy, the first thing you want to do is give the Form a name that works for you. The title in the upper left is for your organizational purposes: Only you will see this. The second title you see is what the public will see: It will be in the subject line of the email when you send it out, and people will also see it on the Form itself. You can (and should) adjust these to what works best for you.



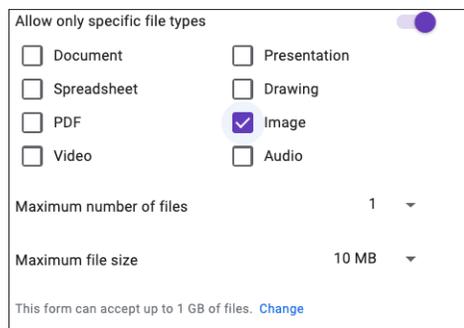
### 7. COLLECTING PHOTOS VIA GOOGLE FORM

- Google makes this so easy. Look through your form and find the question that asks people to share photos with you. You'll need to set that question format to "File Upload." Take a look at the many formats of questions you can use:



- When you create a "File Upload" question, Google will automatically create a "companion" folder for this form where any photos shared will be stored. This folder will live in your Google Drive, and the folder will have the same name as the Google Form itself. This is why we encourage you to rename the form for yourself, AND it's why WE couldn't create the "File Upload" format for you: The instant you choose File Upload, that magic folder of photos will populate in the Google Drive of the person working on the form.

- Secondly, you can set multiple preferences regarding file uploads. You can restrict files to ONLY image files, for instance. You can set how many images you want a person to share - 1, 5, or 10. You can set a limit on file size. These are easy controls, and they are yours to adjust within "File Upload".



### 8. VIEWING RESPONSES & PHOTOS SHARED

- You can go back to the Form itself by finding it in your Drive and opening it. The instant you receive your first response, you'll see options to view those responses. You can view a summary of all responses, you can look at responses to individual questions, OR you can look at a single person's response. You can even download the entire thing into a Google Sheet. You'll even see a quick link to "View Folder" for any files that have been shared with you; this will take you right into the proper folder in your Google Drive so you can access the full files.



# CONTENT CREATOR

## 1 - INSTAGRAM POSTS

**TASK:** Gather insta posts from the month of September that reflect a diverse sampling of our students and what the first few weeks of the school year were like. Be sure to get permission!

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey everyone! This week for yearbook content, we are going to collect Insta posts that represent our students, our school and that help chronicle what the first few weeks of school have been like for people. Could everyone please find 10 posts from your friends and friends of friends and hey, even students you may not know that you feel are appropriate for this? Please GET PERMISSION and then take a HIGH RES SCREENSHOT of the post. Please upload to eDesign and tag with the Topic of [TOPIC HERE] Any questions? Text me at [PHONE NUMBER HERE]."

**POSSIBLE TWISTS:** Insta is a rich resource for photos. While this asks for content related to the first few weeks of schools, you could consider finding Insta posts that show:

- Summer break/travel/staycation
- Students wearing masks
- Traditional first day of school pics
- Food cooked during quarantine
- Student-created artwork

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

TEXAS HS



ACTON BOXBOROUGH HS



ANTELOPE HS



DESERT MOUNTAIN HS



TUSCARORA HS



WINCHESTER HS



# CONTENT CREATOR

## 2 - MASKS

**TASK:** Gather photos with quotes that reflect a diverse sampling of our students in their mask fashion.

**COMMUNICATION:** Copy and paste for your yearbook staff members: “This week for yearbook content, we are going to collect photos and quotes that represent mask fashion of our students. We are looking for creativity! Please reach out via one social media platform, and text 10 friends, and ask them to send a photo of themselves in their favorite mask with a quote on what they love about their mask. Ask your friends to pass it on to their friends and keep it going. Each staffer is to get at least five photos and quotes and upload them to eDesign with the Topic of “Mask Fashion”. Keep the quotes to input later. Any questions? Text me at [PHONE NUMBER HERE].”

**POSSIBLE TWISTS:** Consider spreads or mods with:

- Masks that make a statement
- Masks that are funny
- Teachers in masks
- Your principal wearing a mask
- Plain vs. colorful masks
- Alternatives to masks that students have worn

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ACTON BOXBOROUGH HS



PLEASANT GROVE HS



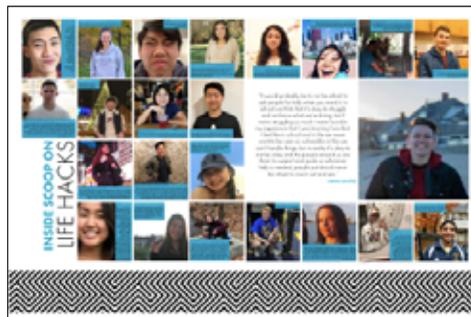
PANTERA MEAD HS



CHAPEL HILL CHAUNCY HALL



LEXINGTON HS



MIRMAN SCHOOL



# CONTENT CREATOR

## 3 - THEATER KIDS: FRONT DOOR PHOTO SHOOT

**TASK:** Have yearbook staffers take pictures of theater kids holding props they've saved. Stage the photos right in the frame of their front door.

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Okay staffers. I need five of you to step up for this project. We need you each to arrange a "front door photo shoot" with 5 various people from our school's theater community (include tech people, makeup artists, costume designers, etc...as you think about this!) Travel to their homes at a mutually agreed upon time, and stage a photo right in the frame of their home or building's front door. You can use your smart phone for this; just please get their **whole body** from head to toe in the image, as well as the frame of the door itself. Ask them in advance to hold their favorite **prop**, piece of costuming, or even a script or playbill they've saved. Ask them to give you some personality in the pose - you'll be amazed at what you might get! Finally, ask them to tell you about their chosen prop and what that production meant to them; record this so we can quote them! Any questions? Text me at [PHONE NUMBER HERE]."

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- Similar front door photo shoots will work with MANY groups in school - athletes & equipment, students wearing work uniforms, dancers in recital wear, students with backpacks they didn't get to use, etc...
- Not enough staffers to drive around and do this? Reach out to a go-getter from the theater group and see if THEY could coordinate this. What about the theater director? Would he or she be game for this?
- You could also ask parents to take this photo and to submit it to you, along with a first-person quote from their child about their favorite production/chosen prop.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

POWELL MS



MESQUITE HS



ROBINSON SECONDARY



MESQUITE HS



ROBINSON HS



GABRIELINO HS



# CONTENT CREATOR

## 4 - CLUB PRESIDENTS

**TASK:** Reach out to all club presidents & advisers. Ask them for a photo of them/their club in action, whether it's from now or in the past, and ask them to talk about what they are doing to keep their club active and their members connected this year.

**COMMUNICATION:** Copy and paste in an email to all club presidents & advisers:

"Hello to all of the [ABC] club presidents & advisers! The yearbook staff would love to feature you and your club in this year's book, but we need your help. Please email us three things by [DATE HERE].

1 - Have you been able to take a group photo, or do you have an image that includes multiple members? Share it with us, please!

2 - Do you have any images of your club in action, whether it's from what you're doing now or what you've done in the past? Again, share please!

3 - Talk to us about what adaptations your club has made to try to stay active and connected this year. What will you be able to do, and what have you had to walk away from?

We know that everything about this year is different, and we are committed to recording these times in our book. We consider what you do so important for our school, and we really want to include you in this book. Thanks in advance for participating. Remember, please send us what you can by [DATE HERE]. THANK YOU!"

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- What clubs are finding ways to volunteer to help the school community? Do a spread on these clubs.
- Focus specifically on student government. How and when are they meeting? What would a normal meeting have involved compared to what meetings now involve?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LAKE CENTRAL HS



STAPLES HS



HUNTINGTON MS



OXNARD HS



ROBINSON HS



WALNUT CAYUSE HS



# CONTENT CREATOR

## 5 - THANK YOUS AND GOODBYES

**TASK:** Reach out to seniors and ask them who they wish they'd had a chance to see in person one more time to say goodbye and/or thank you to.

**COMMUNICATION:** Copy and paste in an email to chosen seniors:

"Hello to some special seniors. The yearbook staff is hard at work on the book that's cementing the history of your senior year (and we all have to agree that this year is one for the history books.) We would like to feature a handful of seniors and we've chosen you! Please reply to us with the following by [DATE HERE]:

1 - If you'd known that we'd no longer be seeing anyone in person, who would you have wanted to specifically say a goodbye or thank you to?

2 - Do you have any photos of you with this person? Please share with us!

3 - Please send us a selfie that we can use for the yearbook.

4 - Lastly, please tell us WHY you wanted to seek this person out. Why was this important to you?

This book is so important to us, to the school, and we know it's going to be especially important to you years from now as we remember how weird this all is. We really thank you for taking the time to answer these questions and help us out with a photo or two; we couldn't make this without your help...this year especially! Remember, please send us what you can by [DATE HERE]. THANK YOU!"

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- Ask teachers who they would have said goodbye or good luck to and why.
- Ask students one thing from the physical school they wish they could see/do/taste one more time.
- Ask seniors for a picture of them with a BFF who made a real difference to their high school experience.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MCLEAN HS



SMOKY HILLS HS



WOBURN MEMORIAL HS



MIDDLESEX MS



TEXAS HS



TEMPLE CITY HS



# CONTENT CREATOR

## 6 - LAST NORMAL PHOTO

**TASK:** Reach out to a mix of students and ask them to scroll back in their smartphone and share the last photo they took before COVID shutdowns.

**COMMUNICATION:** Copy and paste in an email to chosen students (all grades):

“Hello from the yearbook staff. We want to include you in the yearbook! In total, this will take less than five minutes - super easy!

Please scroll back in your smartphone and share the “last normal picture” you took before COVID shut things down (odds are this picture would have been taken in the second or third week of March.) Please send us that photo AND give us a sentence or two to tell us what’s happening in the photo - what memory does it hold for you?

We really thank you for taking the time to do this; we couldn’t make this book without your help...this year especially! Please send us what you can by **[DATE HERE]**. THANK YOU!”

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- Ask students for the first photo they took after coming out of quarantine.
- Ask for the first picture they took in any given month and what the story was.
- Ask for the weirdest/coolest/proudest photo they have on their phone and the story behind it.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

DESERT MOUNTAIN HS



REDONDO UNION HS



SAN MARINO HS



WELLESLEY COLLEGE



WAYLAND HS



CORONA DEL SOL



# CONTENT CREATOR

## 7 - ATHLETES: FRONT DOOR PHOTO SHOOT

**TASK:** Have yearbook staffers take pictures of athletes holding equipment or wearing a jersey/uniform. Stage the photos right in the frame of their front door.

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Okay staffers. I need five of you to step up for this project. We need you each to arrange a "front door photo shoot" with 5 various people from our school's athletic teams. Travel to their homes at a mutually agreed upon time, and stage a photo right in the frame of their home or building's front door. You can use your smart phone for this; just please get their **whole body** from head to toe in the image, as well as the frame of the door itself. Ask them in advance to hold a ball or a stick or to wear some piece of a uniform or jersey. Ask them to hold the equipment up or out so that it's a prominent part of the photo. Finally, ask them to tell you about their sport. How long have they played it, how did they start playing it, and what has their high school experience on the team been like? How have they handled the COVID impact on all of it?; record this so we can quote them! Any questions? Text me at [PHONE NUMBER HERE]."

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- Contact all team captains and ask them to submit a photograph of them playing their sport - at any age.
- Contact athletes' parents and ask them to submit a "back in the day" picture of their little athlete.
- Contact senior athletes and ask them to submit a photo of them from their sport and talk about the impact this has had on their last year of high school ball and potentially the impact on college recruitment.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

BASHA HS



TEMPLE CITY HS



BRIGHTON HS



WALNUT HS



ROBINSON MS



LAKE CENTRAL HS



# CONTENT CREATOR

## 8 - CRAZY QUARANTINE STORIES

**TASK:** Email parents and students and ask if they experienced anything relatively surreal in the time of COVID.

**COMMUNICATION:** Copy and paste email to chosen families: "Hello [ABC] families. The yearbook staff is hard at work on the book that's cementing the history of this year (and we all have to agree that this year is one for the history books.) As we work on content, please respond to us if the questions below apply to you!

- 1 - Did you experience any life events that were noticeably different in the time of COVID? New babies, hospital stays, celebrations, recitals, travel events, etc...?
- 2 - Do you have any photos from this time that you could share with us?
- 3 - Please tell us your story! Any length is completely fine!

This book is so important to us, to the school, and we know it's going to be especially important to you years from now as we remember how weird this all is. We really thank you for taking the time to answer these questions and help us out with a photo or two; we couldn't make this without your help...this year especially! Please send us what you can by [DATE HERE], and don't forget to buy your book [ORDER CENTER URL HERE]! THANK YOU!"

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- "I was supposed to" and ask people about the COVID cancellation that bummed them out the most.
- "Same but different" ask people something so routine that was a very different experience in COVID, like going to the dentist or getting a haircut.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

BRIGHTON HS



CORONA DEL SOL



LAKE BRADDOCK MS



MOUNTAIN VIEW HS



WALNUT CAYUSE HS



HERNDON HS



# CONTENT CREATOR

## 9 - 2020 PRESIDENTIAL ELECTION

**TASK:** Plan your election coverage early. Make a list of local election candidates and ballot issues as well as national election issues, and during the month of October, create polls and surveys to send to your student population.

**COMMUNICATION:** Copy and paste for your senior class: "Dear Seniors, The yearbook staff is looking to cover your voting and election experience this fall. If you will be old enough to vote in the November elections, please respond to this message or stop by [ROOM NUMBER HERE] and see [ADVISER NAME HERE]. We are looking to cover the entire process from registering to actually voting, so please be open to sharing your opinions with the yearbook. On election night itself, please take photos of you and any watch party you may be part of; we'd like to reflect unfolding events, too. Thank you!"

**COMMUNICATION:** Copy and paste with any polls that you send out to the student body. Consider using Google if you are already a Google School or Survey Monkey as a free resource: "Please help the yearbook staff cover the true student response to current political issues. Please click the link to be taken to a survey regarding [TOPIC HERE]. Answer the questions to help us create accurate polls within the 2021 yearbook. Thank you!"

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- A guide to voting for the first time. How can students register to vote? How can students find their polling place? Where can students find a sample ballot?
- Cover the election events going on around school/campus/community.
- How does voter turnout compare to past elections?
- Are there any roadblocks to students voting in your area? Do students want mail-in ballots?
- Do your political beliefs differ from your parents?
- Election results on November 3 (be thoughtful of getting multiple opinions).

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LAKE CENTRAL HS



MESQUITE HS



THOMAS JEFFERSON HS



CHRIST PRESBYTERIAN ACADEMY



SMOKY HILL HS



ARAPAHOE HS



# CONTENT CREATOR

## 10 - ENTREPRENEURSHIP (STUDENTS WHO WORK FOR THEMSELVES)

**TASK:** Find students on campus who have capitalized on their time during quarantine/social distancing to start a small business or who found alternate ways to make money (mowing lawns, selling masks, tutoring, etc..) Reach out to them for a profile on the process.

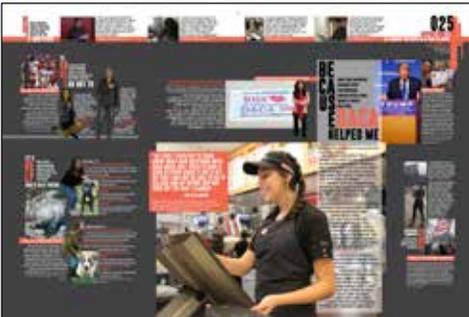
**COMMUNICATION:** Copy and paste to students who you have identified as entrepreneurs: "The yearbook staff has heard that you spent time during isolation to begin [VENTURE IDEA HERE]. It sounds really cool, and we would love to feature you in the yearbook. If you could share a bit more about the idea, your inspiration, and any photos you have already taken with us, that would help us cover your business. If you have questions, please reach out to [ADVISER NAME HERE]."

**POSSIBLE TWISTS:** Don't only look to the students who used this time to launch their dream ideas, but also students who needed to make extra cash because they lost part-time jobs or students who wanted to serve their communities in new ways.

- Mask making: There may be several students across campus who did this. Do a story with all of their reasons and experiences.
- Tutoring: Did any students in upper grades reach out to help tutor middle/elementary school students? Did anyone create an online class for students to take?
- Daycare/Baby-Sitting: When daycare centers closed down, were older students watching neighbors' children? Did older siblings have to care for their younger family members?
- What do students do with the money they earn? Spend (on what)? Save (for what)? Donate (to whom)?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

BRIGHTON HS



CHAPARRAL HS



MARSHALL HS



TUSCARORA HS



ROCK RIDGE HS



SMOKY HILL HS



# CONTENT CREATOR

## 11 - CHANGES TO A TRADITIONAL SCHOOL EVENT

**TASK:** This school year is going to look so much different than in years prior. Stay closely engaged with your student government and administration to be in the loop on event planning. If all assemblies/rallies will be virtual, you need to have yearbook be a part of the process. If dances are being cancelled, yearbook should find out what students are doing as alternatives.

**COMMUNICATION:** Copy and paste for your student government adviser: "The yearbook staff realizes how difficult this school year will be for you to create the same student experience as years passed. We want to cover your effort and the results of that hard work by being engaged in the process. If you could share your event planning, or please connect us with the officers in charge, we would be very grateful."

**COMMUNICATION:** Copy and paste for your student body: "This school year is unlike any we have ever been through. It is so unfortunate that [EVENT HERE] has been cancelled, but the yearbook staff is still looking to cover how you celebrated instead! Please send any photos of your at home [EVENT HERE] to us via the HJ eShare app using code [eSHARE CODE HERE]."

**POSSIBLE TWISTS:** Make a list now of the traditional events covered in your previous books and find out what the plan is.

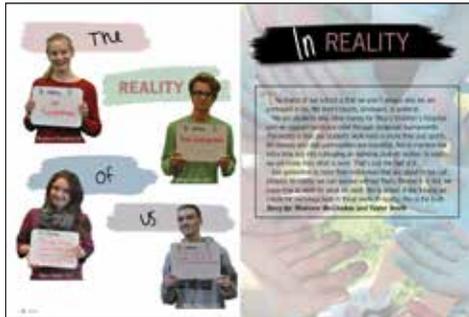
- Spirit Weeks- are these virtual? Are families getting involved?
- Assemblies- Are these being broadcast on campus? Online?
- Homecoming/Winter Formal/ Prom- Are students still getting dressed up? Going to dinner? Also gather student responses to having dances cancelled.
- Concerts- How is the music department handling changes? Are they having concerts?
- Plays- Can your theater department still have shows?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

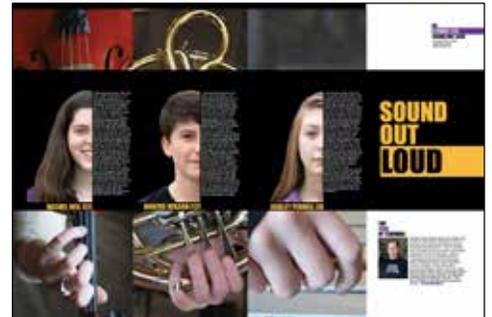
LANGLEY HS



CROWN POINT HS



CHRIST PRESBYTERIAN ACADEMY



TEMPLE CITY HS



JOHN CHAMPE HS



MESQUITE HS



# CONTENT CREATOR

## 12 - PARENT GROUPS (PTA, PTO)

**TASK:** Many districts and schools are beginning to limit the number of visitors and volunteers allowed on campuses. What are your school's changes? How is your PTO/A responding to this? Are they changing their policies?

**COMMUNICATION:** Copy and paste for your PTO/A president and board: "Dear PTO, The yearbook staff knows how hard this year is going to be with the changes implemented by the district. We would love to talk with you about your plans for the school year. Have you started a calendar of events for the year? Are you planning for things to be online? Please contact [NAME HERE] at [EMAIL ADDRESS HERE] so we can get together to go over your plans."

### POSSIBLE TWISTS:

- The National PTA is offering grants for PTAs to use in support of COVID relief on campus. Did your PTA try for any of them?
- Consider a breakdown of the PTO/A budget. Many on campus don't know what they raise money for and spend it on, it can help the greater good of the school if more awareness came to them.
- Have they had to cancel big fundraisers? What are their plans to make up the differences?
- Consider reaching out to the various booster clubs on campus if you don't have a traditional PTO/A- most sports teams and large student groups have them.
- Many high schools have active Facebook parent groups. Does yours, and if so what do they tackle in this group? How are parents seeking to support students and each other?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LEXINGTON HS



QUIVER LAKE HS



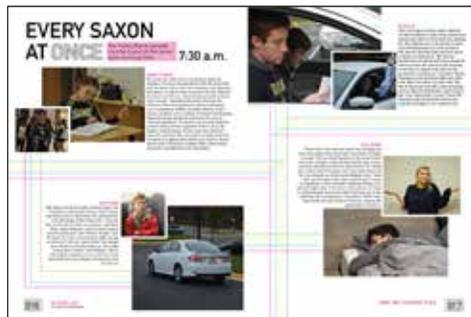
CASA ROBLE HS



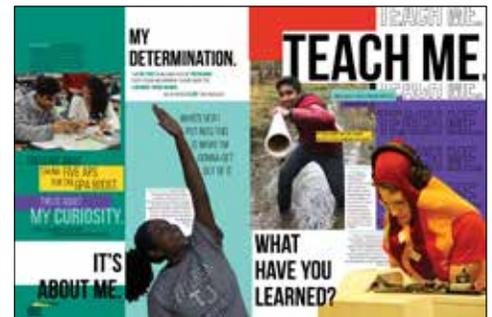
DIAMOND BAR HS



LANGLEY HS



THOMAS JEFFERSON HS



# CONTENT CREATOR

## 13 - CULTURE IN OUR COMMUNITY

**TASK:** Identify students from various cultures that attend our school. Contact those students and see if they are willing to share photos and write about their personal experiences and special traditions.

**COMMUNICATION:** Copy and paste to send to students: In our yearbook, we are featuring and celebrating students from different cultures. Would you be interested in sharing photos and information with us? Here are a few questions to help guide you. However, we are open to whatever you think is important to share.

- Can you describe some of your special traditions?
- For you, what is the most significant aspect of your culture?
- Can you tell us about any special food associated with your culture or holidays? What is your favorite and why?
- What are some of the biggest cultural influences on your family? On you?

We appreciate any information or photos you can share with us. Please share photos through [\[METHOD HERE\]](#). You may communicate with us directly by using this [\[EMAIL ADDRESS HERE\]](#). Thank you in advance!

### POSSIBLE TWISTS:

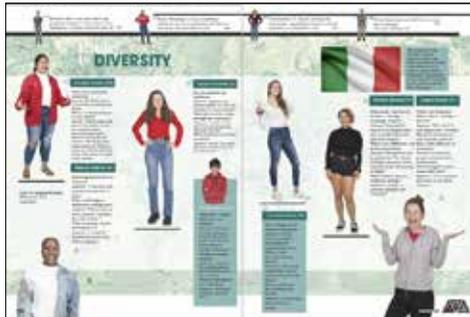
- Culture and Food
- Culture and Dance
- Personal Profiles of Different Cultures
- Cultures and Family Traditions

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ARVADA HS



SKYLINE HS



CORAL GABLES HS



CORAL GABLES HS



ANTELOPE HS



ROCK RIDGE HS



# CONTENT CREATOR

## 14 - EXERCISE AND WORKING OUT

**TASK:** Identify students from every class that exercise on a regular basis. Ideally, we would appreciate a variety of exercise routines: biking, jogging, walking, weightlifting, hiking, yoga, etc. We are also interested in how their exercise routine has changed during the pandemic.

**COMMUNICATION:** Copy and paste to email/text students or post to social media:

Do you exercise on a regular basis? Do you walk, jog, hike, weightlift, or participate in yoga? What's your favorite way to stay in shape? The yearbook is interested in featuring different exercise routines in this year's book. Would you share a photo and short paragraph about your routine? Have your exercise habits changed since the COVID-19 pandemic? Do you take any special safety precautions? To be featured in the book, email us at [\[EMAIL ADDRESS HERE\]](#). Please share photos through [\[SUBMISSION METHOD HERE\]](#).

### POSSIBLE TWISTS:

- Virtual Relays/Runs
- Rock Climbing
- Social Distancing and Exercise
- Virtual Yoga
- Walking Your Dog
- Spending Time Outdoors

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

TEXAS HIGH SCHOOL



MESQUITE HS



SUNNY HILLS HS



TEMPLE CITY



POWELL MS



COOPER MS



# CONTENT CREATOR

## 15 - STUDENTS WITH JOBS

**TASK:** Gather information from students who are working during the pandemic. We are also interested in any special safety measures they practice while working. Do you know any students who care for siblings while their parents work? We will need a photo of these students at their job.

**COMMUNICATION:** Copy and paste to email/text students or post to social media. We are interested in hearing from any students who have a job. Where do you work? What special safety measures have been implemented during the COVID-19 pandemic? We would also like to hear from any students who care for their siblings after school. If you'd like to be featured in this year's book, please email [\[EMAIL ADDRESS HERE\]](#). We will also need a photo of you at work. If you care for siblings, send us a photo of you with your brother(s)/sister(s). Please share photos through [\[SUBMISSION METHOD HERE\]](#).

### POSSIBLE TWISTS:

- Working with the Public During a Pandemic
- Caring for Siblings
- Working Virtually from Home
- Unusual Jobs
- Teachers Working from Home with Small Children
- Job Search/Losing a Job During the Pandemic

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

CORNING PAINTED POST HS



BRIGHTON HS



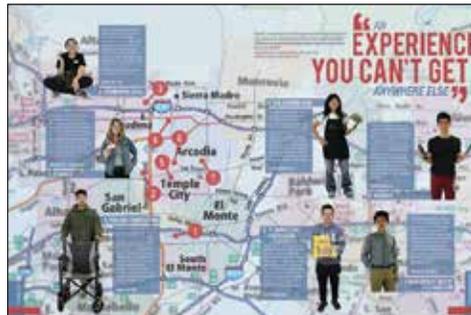
WALNUT CAYUSE HS



WESTFIELD MS



TEMPLE CITY HS



FLINTRIDGE PREP



# CONTENT CREATOR

## 16 - POPULAR PLACES IN OUR COMMUNITY

**TASK:** Brainstorm the popular places in our community to gather, purchase food/drink or to be photographed. Gather photos of those places and have students comment on their significance.

**COMMUNICATION:** Copy and paste to email/text students or post to social media. If you would like to be featured in the yearbook, let us know your favorite places to hangout in our city/town. What's your favorite place to eat or get a beverage? Is there a landmark that depicts our community? Send your comments to [\[EMAIL ADDRESS HERE\]](#). If you have a photo or yourself at one of these locations, you may share through [\[SUBMISSION METHOD HERE\]](#).

### POSSIBLE TWISTS:

- Popular murals/locations in town for the perfect selfie
- What's the weather/seasons like in our community?
- My secret spot in town is...
- Students with family-owned businesses in town
- You know you're from [\[YOUR TOWN HERE\]](#) if...
- 20 things everyone must do before they leave town.
- Businesses in town that reliably employ high school students or sponsor school teams/clubs/events.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LAMBERT HS



SUNNY HILL HS



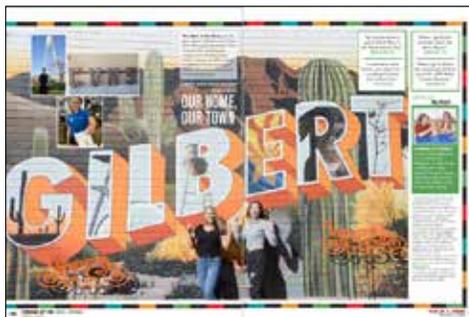
BRIGHTON HS



CORAL GABLES HS



CAMPO VERDE HS



MUNSTER HS



# CONTENT CREATOR

## 17 - SCHOOL SPIRIT

**TASK:** Reach out to student leaders to see how they kept their class/team/club motivated. Check in with administrators or your dean of student life to see if the school has planned spirit days. Look at school social media to see how your school highlighted students, teachers and staff throughout the year.

**COMMUNICATION:** Copy and paste in an email to chosen student leaders.

“Hello student leaders! The yearbook staff is hard at work on the book that’s cementing the history of the 2021 year (and we all have to agree that this year is one for the history books.) We would like to feature a handful of students and we’ve chosen you! Please reply to us with the following by **[DATE HERE]**:

1. How have you been able to motivate your club/organization or team to stay positive?
2. What kind of virtual meetings/activities have you been doing?
3. Please send us a selfie that we can use for the yearbook.
4. Is there someone on your team/class/club that you would like to thank for their positive spirit? Do you have any photos of you with this person? Please share with us!
5. Lastly, please tell us WHY you wanted to seek this person out. Why was this important to you?

This book is so important to us, to the school, and we know it’s going to be especially important to you years from now as we remember how weird this all is. We really thank you for taking the time to answer these questions and help us out with a photo or two; we couldn’t make this without your help...this year especially! Remember, please send us what you can by **[DATE HERE]**. THANK YOU!”

### POSSIBLE TWISTS:

- Social distant photos with the school mascot.
- Which student or staff member embodies the most school spirit and why?
- Is there a virtual Spirit Week? Chronicle what students are wearing online vs. in-person if you’re hybrid.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

SUFFERN HS



CAMPO VERDE HS



SMOKY HILLS HS



TEXAS HS



NORTHWESTERN UNIVERSITY



MARSHALL HS



# CONTENT CREATOR

## 18 - IN 10 YEARS I'M GONNA BE...

**TASK:** It's 2031, what will you be doing? Ask your fellow seniors where they see themselves in 10 years.

**COMMUNICATION:** Copy and paste in an email to chosen seniors.

"Hello seniors! The yearbook staff is hard at work on the book that's cementing the history of the 2021 year (and we all have to agree that this year is one for the history books.) We would like to feature a handful of students and we've chosen you! Please reply to us with the following by [DATE HERE]:

1. It's 2031. What do you think you will be doing?
  2. Where do you think you will be living? Will you be staying local or do you see yourself in another part of the country or world?
  3. Please send us a selfie that we can use for the yearbook. Bonus points if you can bring in props (i.e. if you see your-self as a professional football player, hold a football or a shirt with the team you hope to play on).
- This book is so important to us, to the school, and we know it's going to be especially important to you years from now as we remember how weird this all is. We really thank you for taking the time to answer these questions and help us out with a photo or two; we couldn't make this without your help...this year especially! Remember, please send us what you can by [DATE HERE]. THANK YOU!"

### POSSIBLE TWISTS:

- What do you think school will be like in 2031?
- Do you plan to come back for the 10 year reunion?
- Which classmate do you still see yourself still friends with 10 years from now?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SAN GABRIEL HS



BASHA HS



TEXAS HS



LEXINGTON HS



SMOKY HILL HS



PLEASANT GROVE HS



# CONTENT CREATOR

## 19 - SOCIAL MEDIA

**TASK:** Make a list of all the current social media platforms that students use. Also research what the school uses for official use. Reach out to students to see how they communicate over social media and what platforms they use. Ask if you can use some of the posts you find would be interesting for your page.

**COMMUNICATION:** Copy and paste in an email to chosen student leaders.

“Hello students! The yearbook staff is hard at work on the book that’s cementing the history of the 2021 year (and we all have to agree that this year is one for the history books.) We would like to feature a handful of students and we’ve chosen you! Please reply to us with the following by **[DATE HERE]**:

1. How do you feel social media has helped you communicate with your friends?
2. How many hours a day do you think you are on social media?
3. Please send us a screenshot of your social media page that we can use for the yearbook.
4. Is there someone at school that you see as a social media influencer?
5. Lastly, please tell us WHY you wanted to seek this person out. Why was this important to you?

This book is so important to us, to the school, and we know it’s going to be especially important to you years from now as we remember how weird this all is. We really thank you for taking the time to answer these questions and help us out with a photo or two; we couldn’t make this without your help...this year especially! Remember, please send us what you can by **[DATE HERE]**. THANK YOU!”

### POSSIBLE TWISTS:

- A day in the life of a student who turns off screentime for 24 hours. How do they handle it?
- Poll on social media platforms students like to use. Perhaps versus what faculty/staff like to use.
- Students who became friends first on social media - how did their friendship blossom?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!



LONGMONT HS



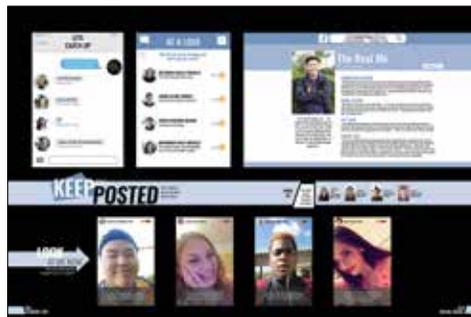
GABRIELINO HS



ANTELOPE HS



SUNNY HILLS HS



LEGEND HS



# CONTENT CREATOR

## 20 - HOBBIES

**TASK:** Collect stories of students who either concentrated on developing their outside interests/hobbies or who began something new while sheltering-in-place

**COMMUNICATION:** Here's the assignment to share with your yearbook staff: "We're looking for stories of people who focused on improving skills in an activity they've been doing for a while, OR, stories of people who started a new hobby or activity while sheltering-in-place. We want to include a wide variety of hobbies/activities, so we're going to have to do some digging. Please reach out to your friends, friends of friends, teachers, coaches, etc, and find 3 people who spent a lot of time working on something they were doing before the lock-down and an additional 3 people who began something new. (Let's find some teachers, too!) Once you have your names, reach out to those individuals and interview them, focusing on WHAT, WHY and HOW they pursued their activity. Please ask them to share 1-3 photos (selfies are great) for inclusion in the yearbook. Finally, write a brief story about each person based on your interview with them. Upload your stories [\[SUBMISSION METHOD HERE\]](#) and upload the photos to eDesign, tagging them with the Topic "Hobbies" and add Keyword "Person's Name." Text me at [\[NUMBER HERE\]](#) or [\[EMAIL ADDRESS HERE\]](#) with questions."

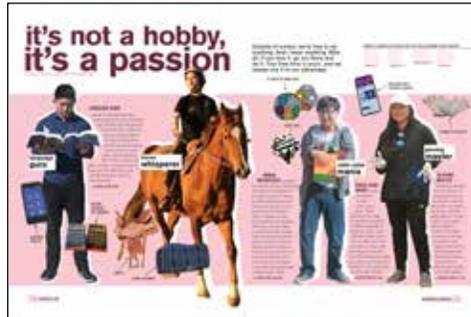
**POSSIBLE TWISTS:** This is meant to collect a large number/wide variety of small stories for a single spread on hobbies students perused during the summer but within these stories you may uncover some interesting possibilities for longer, more in-depth personal profile stories. Consider an all-staff discussion of all the content collected and determine which stories would be great as a stand-alone personal profile for your people pages or within other sections of your yearbook as mods!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

POWELL MS



WALNUT CAYUSE



PELHAM MEMORIAL HS



TEMPLE CITY HS



DESERT MOUNTAIN HS



CORONA DEL SOL HS



# CONTENT CREATOR

## 21 - DANCERS: FRONT DOOR PHOTO SHOOT

**TASK:** Have yearbook staffers take pictures of dancers at home. They could be in costume, holding dance shoes, in a dance pose. Stage the photos right in the frame of their front door or in their yard/street if they need more room.

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Okay staffers. I need three of you to step up for this project. We need you each to arrange a "front door photo shoot" with 5 various dancers from our school (include cheerleaders, spirit squad, and people who dance outside of school!) Go to their homes at a mutually agreed upon time, and stage a photo right in the frame of their front door or yard if they need room to move. You can use your smart phone for this; just please get their **whole body** from head to toe in the image. Ask them in advance to hold their dance shoes, wear a competition costume, or to strike a dance pose for you. Talk to them about dance in the time of COVID. Are they able to still dance with others? Have they done any virtual recitals (and do they have pics?) How do they anticipate dance being modified for this school year? Are they continuing lessons in any format? Any questions? Text me at **[PHONE NUMBER HERE]**."

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- Similar front door photo shoots will work with MANY groups in school - athletes & equipment, students wearing work uniforms, theater kids with props, students with backpacks they didn't get to use, etc...
- Get URLs for any virtual dance recitals or public-facing videos; create QR codes for these pages
- Are any of our students dance instructors or giving lessons to little kids? Get pics!
- Spread on students who do competitive dance and competitive cheer. Get pre-existing pics of them in action. These parents would be thrilled to share!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

TEMPLE CITY HS



SMOKY HILL HS



WOBURN MEMORIAL HS



REDONDO UNION HS



WALNUT CAYUSE HS



GABRIELINO HS



# CONTENT CREATOR

## 22 - A TO Z

**TASK:** Brainstorm elements of your school community to construct an A to Z look at school this year.

**COMMUNICATION:** Choose two or three yearbook staffers to share this project. Send to them: Hey friends! We're going to do a cool spread on [YOUR SCHOOL HERE] from A to Z, and we'd like you to help brainstorm & gather the content. Can you please work with [STAFFER NAME HERE] to come up with the list of items/people/locations for each letter of the alphabet, and can you work to get a photo of each? To get you started, A could be "A Wing, the place where we experience hands on science labs." Please upload photos directly to eDesign and tag as [TOPIC HERE]. Deadline = [DATE HERE]. Any questions? Text me at [PHONE NUMBER HERE].

### POSSIBLE TWISTS:

- A to Z of things that are trendy this year (includes pop culture.)
- A to Z of the community at large, including both school and the town.
- A to Z of the 12-year school experience of the seniors.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

TEXAS HS



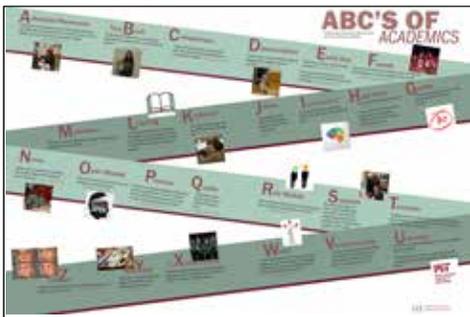
THAYER ACADEMY



LEXINGTON HS



WATERFORD KETTERING HS



THAYER ACADEMY



LEXINGTON HS



# CONTENT CREATOR

## 23 - STICKER STORIES

**TASK:** Take pictures of students showing the stickers they've placed on their laptop, water bottle, car, locker, phone, etc... (or have them send these pictures to you.) Find out what this sticker represents to them.

**COMMUNICATION:** Copy and paste to email/text students or post to social media.

The yearbook staff would like to show off the stickers you've chosen to mark your territory. What's on your laptop? Your water bottle? Your phone? Your locker? Any bumper stickers on your car? We'd love a photo of you with these stickers, and we'd love for you to tell us why they mean something to you. What made you choose them? Please talk to us! You can talk to us directly via email at [EMAIL ADDRESS HERE] or by text at [PHONE NUMBER HERE]. We'd also be happy to take the photo of you; reach out so we can coordinate a time. Thanks!

### POSSIBLE TWISTS:

- What student-created signage is posted in the school? Bulletin boards, hallways, bathroom stalls?
- What student groups are posting on social media? Screenshot these things!
- Students wearing a shirt of something they're a fan of: Bands? Sports team? Concert? Place?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

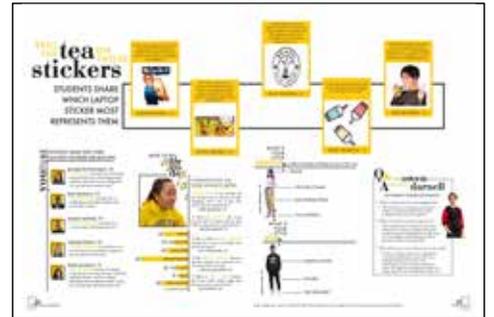
THAYER MS



MEAD HS



PALADIUM NORTHVILLE HS



LANGLEY HS



PELHAM MEMORIAL HS



WILLISTON NORTHAMPTON SCHOOL



# CONTENT CREATOR

## 24 - ZOOM CLASSES & SCREENSHOTS

**TASK:** Gather screenshots from teachers that show their classes interacting through eLearning. The goal is to show our readers what the “classroom” looked like this year. Once you have the screenshots, you will gather one quote from a student from that class about the experience.

**COMMUNICATION:** You will be gathering screenshots from your teachers for this project. To do so, send the following e-mail to all teachers at your school or pinpoint a few that you know have been using ZOOM well. “Teachers – we know your classroom looks different this year and we want to showcase that in the yearbook! We are asking that you send us a screenshot from one of your ZOOM classes. Ideally, this screenshot would show the GRID view of your ZOOM session so we see as many faces as possible.

To take a screenshot:

On a Mac – hold SHIFT + CMD + 4 and draw a box around your ZOOM screen. The screenshot will save on your desktop.

On a PC – use the SNIPPING tool to save the screenshot as a JPG.

Please e-mail the screenshot to me and include what class you are teaching in the body of the e-mail. Please return all screenshots by [DATE HERE].”

### POSSIBLE TWISTS:

- Ask students to screenshot their classes if they have teacher permission to do so.
- Side-by-side: Teacher’s view of Zoom and student’s view of the same Zoom class. Get a quote from the student or teacher about that class!
- Ask your admin if they could take a screenshot of an all-faculty Zoom meeting.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

GROTON DUNSTABLE HS



MOUNTAIN VIEW LA VISTA HS



POWELL MS



CUPERTINO H



CORONA DEL SOL HS



CROWN POINT HS



# CONTENT CREATOR

## 25 - TEACHERS MODIFYING CURRICULUM

**TASK:** Document how teachers made changes to their curriculum to adapt to distance learning. Think about all subject areas in the school so you get a variety of answers. How did PE have to change vs. Language Arts classes?

**COMMUNICATION:** Rather than e-mail all your teachers in the school, maybe narrow the focus to department heads so you can follow with a smaller group of teachers and still have variety. Ideally, you would find a time to conduct a ZOOM interview with these teachers to get a better understanding about all the changes they had to make. A first e-mail to the teacher might look like this:

“Dear Department Head,

We realize teachers across the school have had to overhaul their curriculum to make distance learning work. We want to make sure this is documented in the yearbook and you are the key to making that happen. Could we find a time in the next week to have an interview over ZOOM and discuss the following questions in more detail?

- When did you first start planning changes for this year’s curriculum?
- What support systems helped in making the changes (i.e. the district, online workshops, team of teachers)?
- What was one of the biggest challenges you faced when modifying your plans?
- What is one challenge you think your students will have?
- Do you have a specific lesson you are most excited about?

### POSSIBLE TWISTS:

- Send a poll to teachers where they answer how many hours of work it took them to change their curriculum and document that with a graph or other visual on the spread.
- Create a BEFORE/AFTER Mod on the page using one teacher’s class BEFORE and AFTER the curriculum went online.
- Create a MOD about the schedule for a teacher now that learning is online.....how do they structure their day? How does online teaching fit in with their other life responsibilities?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

SAN MARINO HS



CORAL GABLES SHS



LANGLEY HS



HERNDON HS



ROCK RIDGE HS



TEMPLE CITY HS



# CONTENT CREATOR

## 26 - ADMINISTRATOR RESPONSIBILITIES

**TASK:** Principals have been in the middle of all that is happening and being forced to make non-stop decisions in the face of all that has changed. Let's create a spread about how life has changed for the administration.

**COMMUNICATION:** A virtual interview via ZOOM would be ideal for this coverage but you could also use the questions below as a starting ground for a principal to e-mail responses back. Focus this communication to your head principal, but if you are struggling to get a response, you may reach out to an assistant principal. Be sure to ask for photos!

"Dear Mr./Mrs./Dr. xxxx,

Thank you so much for all that you are doing to keep our community engaged during these challenging times. We know your life as a principal has changed drastically as a result of all this and we want to make sure we cover this in the yearbook. Could we find a time in the next week to have an interview over ZOOM and discuss the following questions in more detail?

- What do you miss most from the traditional school model?
- Walk me through what a day looks like for you.
- What have been some of the biggest success stories you've seen or been a part of during these time?
- What has been the biggest challenge in your position?
- How have you been able to support teachers during this time?
- How have you been able to support students during this time?
- How have you helped build community during this time?"

**POSSIBLE TWISTS:** This page offers a great opportunity to cover other administrative roles as sidebars/MODs and how their jobs have changed. Consider running a quote package or a small 4-5 sentence story on how some of these jobs have been affected:

- Counselor
- Principal Secretaries/Receptionist
- Billing clerk
- Activities Director
- Custodial staff

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LAKE CENTRAL HS



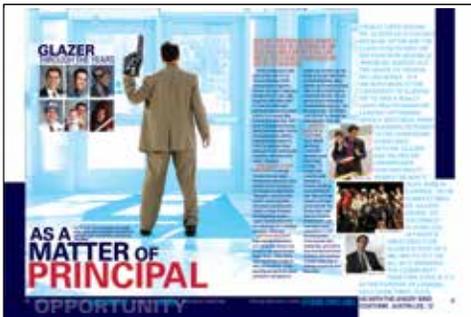
CORNING PAINTED POST HS



LEXINGTON HS



THOMAS JEFFERSON



MOUNTAIN VIEW HS



SOUTH FORSYTH HS



# CONTENT CREATOR

## 27 - SCHOOL AND DISTRICT CHANGES

**TASK:** As schools work to keep everyone safe and educated, changes are being made in school buildings as well as district wide. Gather all the changes that have been made this year in the classroom, on buses, for athletic practices/events and in building procedures.

**COMMUNICATION:** Copy and paste this email to custodians, nurse, counselors, administrators, etc.  
 "Hello! The yearbook staff is creating a spread detailing the changes that have been made in buildings and procedures for this school year. We would like to cover as many changes as possible. Could you please take a minute or so to reply to this email and tell us about the required changes that have impacted you most and your thoughts/feelings about these changes. Thank you for your help!"

### POSSIBLE TWISTS:

- While schools are making required changes, others are choosing to make changes themselves. Consider asking the following people what they are changing in their day-to-day: Parents, students, teachers, coaches, administrators, etc.
- Screenshot social media posts from the administrators reflecting changes & updates. Screenshot social media posts from elected officials with mandates. Screenshot anything reflecting a cancellation AND a new plan. Construct a timeline using these announcements.
- Ask the superintendent to explain the process by which the district arrived at the plan. What was involved and who was involved?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LANGLEY HS



TEXAS HS



MUNSTER HS



LAKE CENTRAL HS



ENOCHS HS



THAYER ACADEMY



# CONTENT CREATOR

## 28 - GUIDANCE COUNSELORS

**TASK:** In a job that consists primarily of face to face interaction and support, the impact of the pandemic and the related changes have created challenges in a different way for guidance counselors. Interview guidance counselors to see how these changes have impacted them in their role.

**COMMUNICATION:** Ideally, have a face-to-face conversation with one or more of the school guidance counselors. If you cannot meet in person, arrange a Zoom meeting.

Questions to start with:

- What do you see as the main role of a school counselor?
- How has your role changed since the onset of the pandemic?
- What are some of the challenges that you've encountered as a result of working remotely?
- How has this impacted your role in college applications for the junior class?

In a pinch, you can send this email: "The yearbook staff wants to include coverage of how different positions have been impacted by the pandemic. It would help us immensely if you could take a few moments to respond to the following questions: **[INCLUDE QUESTIONS ABOVE HERE]** Thank you so much for your time!"

### POSSIBLE TWISTS:

- Follow up with questions about how the guidance department is handling issues/events like: college fairs, scheduling, working with at risk students, handling school performance issues, etc.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

REDONDO UNION HS



POTOMAC FALLS HS



COLUMBIA HS



MEAD HS



ROBINSON SS



ARVADA HS



# CONTENT CREATOR

## 29 - IMPROVEMENTS MADE

**TASK:** The challenges of the last year have changed things in many ways. Put out an all-call to students and find things that, in their opinion, have actually improved since last year.

**COMMUNICATION:** Copy and paste in an email/social media post:  
“The yearbook staff wants to feature you! What are some things that have changed for the better in the last year? Share stories and pictures of ways that positive changes have also been part of this school year. Email us [\[EMAIL ADDRESS HERE\]](#) to talk to us about your experiences!”

### POSSIBLE TWISTS:

- What changes seemed negative in the beginning but ended up being positive?
- Have you fixed damaged relationships? Let go of negative people?
- Have you started taking better care of yourself?
- What has COVID forced you to do that has made you better for it?
- 20 things that have been positive in this year.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ROBINSON MS



MCLEAN HS



SMOKY HILL HS



CORONA DEL SOL



CHAPARRAL HS



LONGMONT HS



# CONTENT CREATOR

## 30 - MENTAL HEALTH

**TASK:** The global pandemic has been stressful for people of all ages. Gather examples of how students, teachers and administrators took care of themselves during this unprecedented time.

**COMMUNICATION:** Copy and paste in an email/social media post:

“The yearbook staff knows that the last year has been a challenge for all of us. How did you manage your mental health during this time? What were your strategies for keeping stress and anxiety at bay? Email us [\[EMAIL ADDRESS HERE\]](#) to talk to us about your strategies and experiences!”

**POSSIBLE TWISTS:** Consider other questions to ask

- In what ways have you taken better care of your body during this time?
- How have you found ways to connect socially that you never used to before?
- Has your relationship with social media changed as a result of the stress it can cause?
- What new hobbies have you found to help you cope with stress and boredom?
- What routines have helped you cope during this stressful time?
- What advice would you give to other students who may feel the same way you do?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

CROWN POINT HS



CORNING PAINTED POST



LAKE CENTRAL HS



SKYLINE HS



MUNSTER HS



MOUNTAIN VIEW HS



# CONTENT CREATOR

## 31 - WHAT I'M MISSING THIS YEAR

**TASK:** With things being so different, people are obviously missing parts of day-to-day life as well as normal, traditional events. Reach out to students to see which things/activities they miss most right now.

**COMMUNICATION:** Copy and paste in an email/social media post:

“Hey [MASCOT NAME HERE]! We know you’re missing normalcy these days. What are some of the things you miss most about your pre-COVID life? What do you wish you had back? What events do you mourn the loss of?” Email us [EMAIL ADDRESS HERE] to talk to us about both the little things and the big things you miss about ‘the way things used to be!’”

**POSSIBLE TWISTS:** Consider other questions to ask

- What things that are gone do you hope won’t come back?
- What’s something you/your family had to cancel as a result of the pandemic?
- What trends are you already over?
- How are you “filling the gap” created by a school experience you’d have lost?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

JAMES ENOCHS HS



GROTON DUNSTABLE HS



CORNING PAINTED POST



BROOKLYN TECH HS



REDONDO UNION HS



MEAD HS



# CONTENT CREATOR

## 32 - HELPFUL TECHNOLOGY

**TASK:** Create several mods showing a sampling of the technology we love to use. Ask students to name technology they have discovered or shared or taught during this last year with remote learning, covid and more time at home.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“This week for yearbook content, we are collecting photos and quotes about technology that students have discovered this year, technology they have shared or taught others this year. Reach out to 10 students in each grade via social media or text. Ask them to think outside of the box and share technology used for fun, entertainment, school work, reaching out to others, communicating, sharing, tracking, exercising, waking, sleeping or other. What is the technology they could not live without this year? It may be a type of software, app, device, or other. Send us a photo of you or others using this technology. Submit your answer, quote and/or photo to [\[SUBMISSION METHOD HERE\]](#).”

**POSSIBLE TWISTS:** Think about the different ways technology may be used. Change the question for different groups of students so that you get a variety of answers for different mods.

- Consider separate mods on tech that lets you: Communicate, organize, study, entertain, work, share.
- Consider separate mods on frequency of certain tech use: Some technology is used everyday, some weekly, monthly or not very often but when it is needed, it is a must.
- Tech that helps you stay connected in this time of disruption.
- Technology that helps you make money or save time.
- Tech you could do without?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MOUNTAIN VIEW HS



SIERRA MS



TOBY JOHNSON MS



ROCK RIDGE HS



PELHAM MEMORIAL HS



ROBINSON SS



# CONTENT CREATOR

## 33 - SILVER LININGS

**TASK:** Remind everyone that there are positives that came from our time spent in COVID quarantine and re-opening phases. Gather stories, photos, quotes and more from things people enjoyed in the days of COVID.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“We are collecting stories, quotes and photos expressing the positive side of COVID quarantine and the phases of re-opening. Ask students who have not yet been featured in this yearbook to list 3 ways they spent their time during quarantine that they know was a positive for themselves or for someone else. Have them share photos from their time well spent. Submit your story, quote and/or photo to [\[SUBMISSION METHOD HERE\]](#).”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Think about your parents, grandparents and other extended family, did you spend more time with them?
- Were you able to teach a sibling something while spending more time together?
- Did you master a new hobby, talent or learn a few new card games or card tricks?
- Were you able to learn to cook or try out some discovered ‘tic-toc’ recipes?
- Did your college siblings move home allowing you to remote learn with them and maybe learn a bit more about college classes and college life?
- Did your sleep schedule change for the better?
- How did the shift away from academics as usual help you?
- How did you see the community supporting each other (both school and town?)

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

DESERT MOUNTAIN HS



LAKE CENTRAL HS



LONGMONT HS



TEXAS HS



PLEASANT GROVE HS



MESQUITE HS



# CONTENT CREATOR

## 34 - SIBLINGS

**TASK:** Gather stories and photos of siblings at your school.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“We are collecting stories, quotes and photos about siblings at our school. Reach out by social media or text to all the siblings at school this year together that you know; reach out to the parents if you aren’t hearing back. Ask them about being at the same school and if they have any of the same teachers, coaches, play the same sports, if they are alike or very different. Ask them to elaborate on the answers and find a story in their answers. You will need to follow up and ask more questions as well as ask for a photo of them each in their own way or showing their differences. Submit your answers and explanations and/or photo to [\[SUBMISSION METHOD HERE\]](#).”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Siblings that do the same activity (sport, theater, club, etc...)
- Siblings that share a car.
- Siblings that have a class together.
- Siblings following in the footsteps of someone older.
- Siblings that work together.
- Siblings that look alike and siblings that do not look anything alike.
- Sibling rivalry.
- Sibling stories or rituals in the ride to and from school.
- Multiples in the school

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

CASTLE ROCK MS



COOPER MS



CHAPARRAL HS



FLINTRIDGE PREP



CATALINA FOOTHILLS HS



BEDFORD HS



# CONTENT CREATOR

## 35 - STAYING POSITIVE

**TASK:** Gather ideas for staying positive. Ask for others to share their “go-to” strategy on staying positive when the news is less than positive. The answers may be general like music, family, sunshine, moving or more specific like a particular song, book, movie, friend, parent, quote, an exercise or dance move, a time of day ritual or other. Gather a variety to make different mods and stories for your yearbook

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Let’s gather ideas that students use to keep themselves positive. Send out a question on social media or text to ask ‘how do you stay positive?’ or ‘what is your go-to strategy to keep yourself positive’ or ‘what do others do for you that keeps you positive’ and ask them to share the explanation in a few sentences as well as share a photo or photos of themselves or with friends sharing their positive vibes. Submit your story, quote and/or photo to [\[SUBMISSION METHOD HERE\]](#).”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Things that make/have made you laugh this year
- Food that makes you happy
- Exercises or movement that force you to have fun
- Tic Tok or other apps that make you laugh out loud, make you think of new ideas or motivate you to try new things.
- People in the school community who exude positivity - have others nominate/talk about them

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

MCLEAN HS



WOBURN MEMORIAL HS



TEMPLE CITY HS



POTOMAC FALLS HS



SAN MARINO HS



TEXAS HS



# CONTENT CREATOR

## 36 - OUTREACH TO TEACHERS

**TASK:** Choose multiple teachers from each department and ask them to consider giving one remote-based assignment that will help reflect their class & students for yearbook purposes.

**COMMUNICATION:** Copy and paste this email for teachers.

“Hey **[TEACHER NAME HERE]**! As you know, I work on the school’s yearbook, and as you can imagine, this year is going to be the ultimate yearbook challenge for us to get the content we need for our pages. We have an idea that will help us, and we need one thing from you to make it happen. Here’s what we have in mind!

Would you choose a handful of your classes and consider giving them this remote-based assignment (or task for extra credit) at some point this fall? Ask them to take/submit a picture that represents academics during this time in their life and compose a sentence or two about what they’re doing in the picture and what teacher/class it’s for. Ideally, a parent will take this image so that it features the student. It could show them working on an at-home project, a screenshot of a remote class (if you allow that), them reading a book or meeting with friends online for a group project. We are open to anything and everything.

If you are willing to do this, just respond to this email and let us know a timeframe you’re thinking of. We’ll send you a reminder as we get closer to that date. Students can email us the picture/text directly at **[EMAIL ADDRESS HERE]**, and we’ll send you a list of everyone who participated. We know not everyone will, but even a handful of students will help us out. Thank you so much for considering this ask!”

### POSSIBLE TWISTS:

- Ask English Dept. head to make this a department wide assignment with focus on caption writing.
- Ask History Dept. head to make this a department wide assignment with focus on archiving history.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

THAYER ACADEMY



GROTON DUNSTABLE HS



ROCK RIDGE HS



POWELL MS



SANTA PAULO HS



POTOMAC FALLS HS



# CONTENT CREATOR

## 37 - HISTORY DEPT & ARTIFACTS OF THE PANDEMIC

**TASK:** Reach out to the history department head and ask if they'd consider a department-wide assignment for all grades that involves documenting this time in our lives. This could potentially result in content for multiple topics/spreads in your book.

**COMMUNICATION:** Copy and paste this email for the history department head.

"Hey [TEACHER NAME HERE]! As you know, I work on the school's yearbook, and as you can imagine, this year is going to be the ultimate yearbook challenge for us to get the content we need for our pages. We are committed to recording this unusual period in our school's history, and we have an idea that we think would be good for us and good for history classes. Here's what we have in mind:

Would you consider a department-wide assignment at some point this fall that asks students to be historians of the pandemic? The remote-based assignment is simple: Ask them to take/submit a picture that represents this time in their life and compose a sentence or two about the significance of this photo. Ideally, a parent will take this image so that it features the student. It could show them working on an at-home project, a screenshot of a remote class (if you allow that), hanging out with friends 6-ft apart, etc... All of these images of present life will be the artifacts of this time. We want to include them in print and think that the concept fits with the lessons of history. Please let me know your thoughts/ideas. We'd be so grateful to partner with you in this way! Just reach back out by email and we'll go from there. Thank you!"

### POSSIBLE TWISTS:

- Reach out to individual history teachers if you don't get a response to this.
- Ask English Dept. head to make this a department wide assignment with focus on caption writing.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

GROTON DUNSTABLE HS



FLINTRIDGE PREP



ROBINSON MS



MIDDLESEX MS



BRIGHTON HS



LONGMONT HS



# CONTENT CREATOR

## 38 - STUDENT ART AT HOME

**TASK:** Collect photos of students creating artwork at home. Be sure to gather a diverse sampling of mediums, artists, and purposes, and as always, get permission to use the photos!

**COMMUNICATION:** Copy and paste for your yearbook staff members:

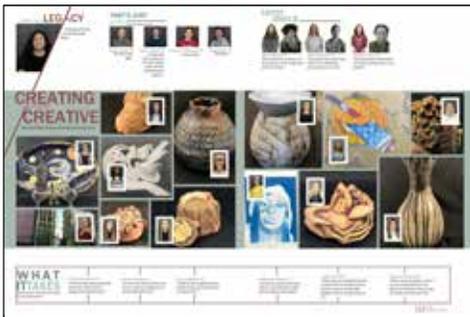
“Hey everyone! This week for yearbook content, we are tracking down photos of students creating art at home. Social media is a great place to start asking for existing photos, but make sure you’re also finding artists we haven’t met yet. Candid photos showing the artist at work are best, but high-quality images of the actual artwork are useful too. Strive to have the artist email you the original full-sized photo, but HIGH RES SCREENSHOTS from social media can be used in a pinch. Please [\[SUBMISSION METHOD HERE\]](#).”

### POSSIBLE TWISTS:

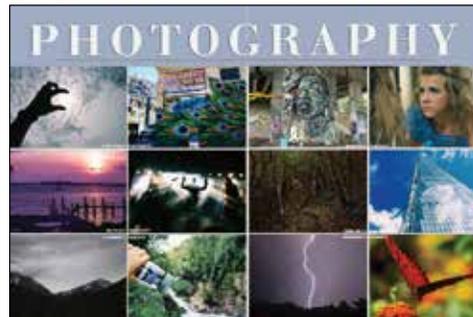
- What can art BE? Go past the typical paintings, drawings and photography and seek out the jewelers, muralists, fashion designers, creators and more!
- What can art DO? Are there students who are selling their art online? Using it to promote awareness? Bringing joy to dull spaces?
- Where does art HAPPEN? Show students in action at their homes, in the community, and creating online.
- What else do we customize, personalize and decorate? Are students personalizing/creating masks? How have students changed their personal spaces at home to reflect a new normal? Has anyone taken up a new hobby as a creative outlet?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

WATERFORD KETTERING HS



LAMBERT HS



LEGEND HS



CHAPEL HILL CHAUNCY HALL



MCLEAN HS



SMOKY HILLS HS



# CONTENT CREATOR

## 39 - HOW DID OUR LOCAL COMMUNITY FARE THRU THIS TIME

**TASK:** All areas of the world are being affected by the Covid Pandemic right now, however, for yearbook, what matters most is what is going on in YOUR school community. Put on your investigative journalism hats and capture what is happening in your area that affects YOUR students and their families.

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey guys! For this assignment, we want to focus on capturing how the Covid Pandemic is currently affecting our local community. Think about it this way: What evidence can you collect that represents a difference in how things are now versus how things were in pre-Covid time? Please SAFELY collect ten images that represent this change and the current status of things in our community. Consider what places you frequented prior to the pandemic? Any changes to their day to day business practices? What can't you do now that you could before? Take pictures that illustrate these changes. Please upload your ten images to eDesign and tag with the Topic of [TOPIC HERE] Any questions? Text/Email me at [PHONE NUMBER OR EMAIL HERE]."

### POSSIBLE TWISTS:

- Do you know of any students whose parents own or operate a business? Ask around, seek them out, get their contact info and interview them. Don't forget to ask for a picture OR take a picture yourself.
- Find students that work in the community, find out where they work and get their perspective. If it's safe to do so, you can visit them at work to get their picture or you can ask them for one.
- Do you know any student leaders that held or participated in charitable drives? Seek them out, interview them and ask for pictures from them and any other participants you know.

\* Remember to give students credit for their pictures when you use them in the yearbook!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

TEMPLE CITY HS



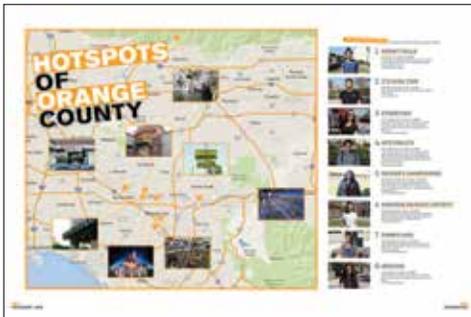
WELLESLEY COLLEGE



PLEASANT GROVE HS



SUNNY HILLS HS



LAMBERT HS



ANTELOPE HS



# CONTENT CREATOR

## 40 - CRAZIEST THING YOU BOUGHT DURING QUARANTINE

**TASK:** It's all over social media. People do a lot of impulse buys when they're trapped inside their homes during a quarantine. It's your job to find out what those things are, from the necessities to the oddities. We want to know what students bought - maybe it was impulsive and maybe it wasn't. Let's find out!

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey guys! For this assignment, we want to find out what students spent their money on while in quarantine. Maybe it was something impulsive, maybe it was something silly, maybe it was something needed for being trapped at home. Reach out to students through social media, text or email (throw a wide net out there) and ask what they bought, why they bought it and if the item has been useful. Bonus points if you can get a picture of the student WITH the item they bought or USING the item. Any images received should be uploaded to eDesign and tagged with [TOPIC HERE] Any questions? Text/Email me at [PHONE NUMBER OR EMAIL HERE]."

### POSSIBLE TWISTS:

- Include teachers and other staff members on this assignment.
- Break up impulse buys into categories (i.e. necessities, silly buys, didn't even use the item, etc)
- Do a spin off on family impulse decisions. Who got their first pet during quarantine or maybe added another pet to the family? Who decided to move? Who put in a swimming pool? You get the idea.

\* Remember to give students credit for their pictures when you use them in the yearbook!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

OXNARD HS



MUNSTER HS



ROCK RIDGE HS



ROBINSON MS



LANGLEY HS



PELHAM MEMORIAL HS



# CONTENT CREATOR

## 41 - COLLEGE SEARCH

**TASK:** This assignment will focus primarily on juniors and seniors as they get serious about their college search. Ask questions to uncover what the process has been like for them and their hopes and dreams when the process is complete. Find out what they're looking for in a school. What criteria do they have?

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey guys! For this assignment you will reach out to two juniors and two seniors and interview them on their college search process. Ask probing questions to find out what they're looking for in a school. Do they want to go in-state or out of state? If they feel strongly about one or the other, find out why. Are they a legacy? What's their dream school? Safety school? Reach school? What's the most difficult part of applying? How has the pandemic affected this? How long does the process take to apply? How many schools are they applying to? Etc, etc, etc. Write up your interviews in a [PREFERRED METHOD], name it [NAME HERE], and email it to me by [DUE DATE HERE]. Any questions? Text/Email me at [PHONE NUMBER OR EMAIL HERE]."

### POSSIBLE TWISTS:

- Consider a story that focuses on freshmen and sophomores as they begin to think about college choices.
- After seniors decide where they are going to attend, collect the data and do some infographs. Out of state vs. in state. Public vs. private. Large school vs. small school. Are they legacies?
- Do a story on college alternatives to include students entering the workforce, the armed services, taking a gap year, or volunteering or doing mission work.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

CORNING PAINTED POST



LANGLEY HS



DESERT MOUNTAIN HS



SUFFERN HS



TEMPLE CITY HS



STEAMBOAT SPRINGS HS



# CONTENT CREATOR

## 42 - SOCIAL JUSTICE - DID YOU PARTICIPATE IN A RALLY OR VIGIL

**TASK:** Seek out students who participated in OR hosted rallies, protests, vigils or another charitable event this year, whether it was related to Covid, BLM, or the environment. Find the students who got involved and get their stories.

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey guys! For this assignment, you need to find TWO students who participated in a rally, a protest, a vigil or a charitable event. Comb social media, ask your friends and have them ask their friends to get a couple of students. Email me the names of the students you are focusing on so we don't have a lot of overlap. I will let you know if you need to look for someone else because your person is already taken. For each student you will need to interview them however you feel most comfortable, whether that be in person, a phone call, text or a virtual video call. Remember to get the important questions of who, what, when, where, why and how answered. Why was this event important to them and important to this time in our world? Make sure details are specific with dates, locations, names, grades, etc. Also, please get at least THREE good quotes AND ask them for any pictures they may have from their event. Write it all up in a Word document, name it [NAME HERE], and email it to me by [DUE DATE HERE]. All images received should be uploaded to eDesign and tagged with the Topic [TOPIC HERE]. Any questions? Text/Email me at [PHONE NUMBER OR EMAIL HERE]."

### POSSIBLE TWISTS:

- Look into whether any of your school's clubs participated in a rally, vigil or charitable event as a group effort.
- Were any rallies or vigils held AT your school? Find the student leaders!
- Was your school used by the community for an area need this past spring, summer or early fall?

*\* Remember to give students credit for their pictures when you use them in the yearbook!*

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SMOKY HILLS HS



REDONDO UNION HS



LANGLEY HS



THOMAS JEFFERSON HS



SOUTH HILLS HS



SMOKY HILLS HS



# CONTENT CREATOR

## 43 - DAILY ROUTINES

**TASK:** Everyone has a different routine these days. Find out what different students' routines looked like over this past summer - which we can all agree was an untraditional one. Let's also look at daily routines during the school year (these may show in person learning; these may show remote learning!)

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey guys! For this assignment, we want to reach out to five different students to find out what their daily routines are like. Be sure to specify the time period since a student's routine will probably be different in the summer than during the school year, but for the sake of variety ask different people for different timeframes. Be sure to get specifics times, lengths of times and days if relevant. Example - a weekday might be different than a weekend. Request one picture from each student that represents part of their routine. All images received should be uploaded to eDesign and tagged with the Topic [TOPIC HERE]. Any questions? Text/Email me at [PHONE NUMBER OR EMAIL HERE]."

### POSSIBLE TWISTS:

- Include students who work vs. students who don't.
- Consider routines during quarantine, phase 1, phase 2, etc. How did student's routines change?
- Include staff members such as the principal or teachers or custodians. What do their routines look like?
- Cover family routines on a typical weekday or on a Sunday.

\* Remember to give students credit for their pictures when you use them in the yearbook!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

COOPER MS



ROCK RIDGE HS



COLUMBIA HS



ROBINSON SS



BRIGHTON HS



WALNUT CAYUSE HS



# CONTENT CREATOR

## 44 - FRIENDSHIPS - STAYING CONNECTED

**TASK:** Find out how students are keeping in touch with one another during these times when stay-at-home orders are in place distancing is being recommended by most.

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey guys! For this assignment you should reach out to five students and find out how they are staying in touch with one another. Do they see each other or talk to each other more? Are they talking more or less? Any fun activities done virtually? Has the method of contact changed in the past few months as states have loosened stay-at-home orders and entered into phased reopenings? Write up your interviews in a [PREFERRED METHOD], name it [NAME HERE], and email it to me by [DUE DATE HERE] AND upload at least one picture of your interviewees with their friend(s). Any questions? Text/Email me at [PHONE NUMBER OR EMAIL HERE]."

### POSSIBLE TWISTS:

- In person vs. virtual get togethers and the pros and cons of each.
- Any friends who are not allowed to get together in person?
- Dating during Covid-19 - affects on relationships?
- Side-by-side pics of friends now and friends when they were little

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MARSHALL HS



ANDOVER HS



SUFFERN HS



MUNSTER HS



BROOKLYN TECH HS



BRIGHTON HS



# CONTENT CREATOR

## 45 - ENGLISH TEACHER OUTREACH FOR SCHOOL-WIDE ASSIGNMENT

**TASK:** Have the yearbook staff create writing prompts and survey questions to be administered by English teachers to all students that will help you gain valuable information to be used in the yearbook, whether it be to generate the leads to the potential stories or THE stories themselves. Once this is complete, task a smaller group to create a comprehensive survey/questionnaire to distribute to the teachers to administer. Consider asking students for both email and cell number so you can follow up/contact them later if

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey guys! This assignment contains two parts. **Part 1** - create FIVE writing prompts for all students, example being: "The most interesting thing about me that very few people know about is . . . ." Consider some interesting angles to uncover interesting students. **Part 2** - draft TEN questions to be used for a survey to gain information about students geared towards a bigger story, example being: "How many languages do you speak?" If you find a student that speaks six languages, there is a story there! Write up parts 1 and 2 in one Word document, name it [NAME HERE], and email it to me by [DUE DATE HERE]. All images received should be uploaded to eDesign and tagged with the Topic [TOPIC HERE]. Any questions? Text/Email me at [PHONE NUMBER OR EMAIL HERE]."

### POSSIBLE TWISTS:

- Consider using whichever teachers are most willing to work with you.
- Consider the students outside of yearbook that YOU teach. Get info you need for yearbook from students when you have their attention - example, if you're a math teacher, get stats from students to use in an infographic.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SAN GABRIEL HS



LANGLEY HS



MESQUITE HS



LAKE CENTRAL HS



MCLEAN HS



POWELL MS



# CONTENT CREATOR

## 46 - SCIENCE AT HOME

**TASK:** Find out how science experiences were handled through distance learning.

**COMMUNICATION:** Share directly with your yearbook staff members:

“Hey, staffers! We’re looking for some fun stories for our science pages, specifically, how were experiments handled in physics and chemistry. Let’s approach this topic from two angles:

First reach out to our science teachers and ask them about preparing for, teaching and presenting experiments in a virtual classroom setting:

- Did they actually perform any experiments live? How did it go? Did anything funny/unexpected happen?
- Did they video themselves doing any experiments? Was that fun? Challenging? Awkward? Anything unexpected?
- Did they use any other resources to present experiments? Was that effective? Why/why not?
- Are they willing to share any video/photos of themselves performing an experiment home?

Second, ask students about their experiences in online-science classes.

- Did they watch their teachers perform experiments? How did that go?
- Did they have to do experiments at home? How did that go? Where/how did you get the materials? Did anything funny/unexpected happen?
- Were there any “group” experiments? How did you handle that?
- Did you have to video yourself performing any experiments? How did that go? Anything unexpected?
- Do they have any photos/videos they would be willing to share of themselves performing an experiment at home?

Once you’ve collected your information/photos/videos, upload your notes/write-up and any videos [SUBMISSION METHOD HERE] and upload the photos to eDesign, tagging them with the Topic “Science Experiments”. Text me at [NUMBER HERE] or [EMAIL ADDRESS HERE] with questions.”

**POSSIBLE TWISTS:** Consider spreads or mods on:

- Distance learning activities
- Creative teaching methods during distance learning
- Adapted practices for science labs in school

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

TURNER ASHBY HS



THOMAS JEFFERSON HS



WATERFORD KETTERING



GROTON DUNSTABLE HS



BRIGHTON HS



FLINTRIDGE PREP HS



# CONTENT CREATOR

## 47 - TEACHING FROM HOME

**TASK:** Reach out to teachers from every department to gather a diverse sampling of educators in your school. Your goal is to find out what are the joys and pains of teaching from home.

**COMMUNICATION:** Copy and paste for your staff members:

“Hey everyone! This week for yearbook content, we are looking for teachers in their working environment: offices, couches, outside, wherever. We want to see photos of them in the place they host their virtual classes whether that be in a designated space or on a porch or under a tree. You know they are moving around. We are looking to cover how teachers have created their teaching space that’s outside of the normal classroom. We are looking for the joys and pains of teaching at home. We KNOW it’s not all sunshine and roses running classes from home. What is working well? What is not? What is the nightmare? What do they see as the positives in their virtual classroom? What would they fix if they could about their online woes? Ask them to submit a screenshot, selfie or a family member-taken environmental portrait. Please upload to eDesign and tag with ‘Teacher JP.’”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- It’s great to cover teachers in their spaces, but how about students in theirs?
- Pros and cons of home/virtual school from the kid side
- Best aspects, worst aspects

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

LANGLEY HS



TRINITY CHRISTIAN HS



CORAL GABLES HS



MESQUITE HS



BRIGHTON HS



COOPER MS



# CONTENT CREATOR

## 48 - COLLEGE RECOMMENDATIONS

**TASK:** Reach out to juniors/seniors and ask who is doing their college recs and why did they ask them.

**COMMUNICATION:** Copy and paste for your staff members:

“Hey everyone! This week for yearbook content, we are looking for juniors and seniors to share WHO they are reaching out to for college recommendations and WHY. College recs are important and we know that they take time... who are the teachers that are being reached out to. Focus on the student’s who and why. Ask for a photo of them with their letter. It could be a selfie, but, better yet, it could be a photo taken by a family member or a porch environmental portrait. Please upload to eDesign and tag with ‘College Rec Writers.’ ”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Why do teachers take the time to do these? What do they get out of it?
- Do teachers write them for everyone?
- What makes a student choose the teachers they do?
- Often guidance counselors have to submit one for all students they advise. Talk to them about this process. How do they know enough about each student to write these letters?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

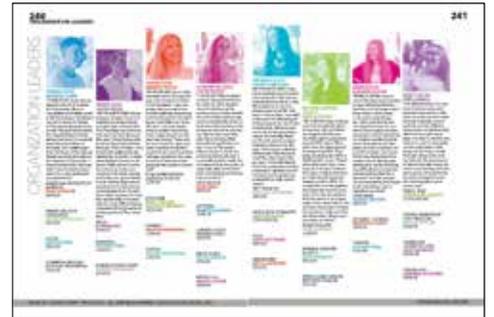
TEMPLE CITY HS



SUFFERN HS



MOUNTAIN VIEW HS



DESERT MOUNTAIN HS



WOBURN MEMORIAL HS



LEXINGTON HS



# CONTENT CREATOR

## 49 - HOME WORK SPACE

**TASK:** What do the home workspaces of students at your school look like?

**COMMUNICATION:** Copy and paste for your staff members:

“Hey everyone! This week for yearbook content, we are looking for the home workspace. Where are students working? Do they have a designated space? Do they work from their rooms? Do they share space with siblings and parents and battle for the wifi? Find out the best and the worst of their space: What do they love? What do they hate? What are the best/worst aspects of their space? How do they have to share with siblings? Do any students head to other places to work? Where do they go and why? Ask for selfies within the space or ask them to have a family member take their photo. Please upload to eDesign and tag with ‘Student Workspace.’”

**POSSIBLE TWISTS:** Selfies are a great resource, but if a student only sends you a photo of their space, you have options:

- Ask them to point out five things they have in their space that are irreplaceable
- Create a diagram of what’s what and why it’s important.
- Have a great designer/artist on your staff design the best student workspace
- Tips on how to carve out the best work space in a crazy house
- Tips on how to stay sane in sharing space, equipment, bandwidth in times of covid.



**SAMPLE  
PICS**

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

VALHALLA HS



LANGLEY HS



BEDFORD HS



ROCK RIDGE HS



MOUNTAIN VIEW HS



TEMPLE CITY HS



# CONTENT CREATOR

## 50 - MULTIPLE PEOPLE WORKING FROM HOME

**TASK:** Let's find students who are in families with multiple people who now need to work remotely, from parents to siblings to college students returned home.

**COMMUNICATION:** Copy and paste for your staff members: "Hey everyone! This week for yearbook content, let's ask how families are sharing the space? In an ideal world, one student would have total access to their own piece of equipment and be the only person using up bandwidth. Ha! If only that were true? Reach out and find out how many people kids, students and parents are working from home. Who is in a two bedroom apartment sharing two devices and four people have to use it? How does that happen? Talk to the family of teachers (2) and high school students (3) who are living in a camper while their house is being built... and the oldest still BECOMES VALEDICTORIAN of her 2020 class (true story). Reach out. These people/situations exist. Get porch environmental portraits OR ask them to submit photos. So much depth here to be found. Please upload to eDesign and tag with 'Many People.'"

**POSSIBLE TWISTS:**  
Selfies are a great resource, but see if you can make a porch portrait of the entire family in front of their space



**SAMPLE PICS**

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ROBINSON MS



LANGLEY HS



TEXAS HS



CATALINA FOOTHILLS HS



SUFFERN HS



MOUNTAIN VIEW HS



# CONTENT CREATOR

## 51 - QUARANTINE HAIR

**TASK:** Physical appearance became something people had to worry about less during stay-at-home orders. Beyond this, salons were closed and desperate people cut their own hair while those who were bolder decided to do something drastic - like a crazy cut or cool color. Let's ask for pictures of what people did from the neck up during quarantine!

**COMMUNICATION:** Copy and paste for your staff members:

"Hey everyone! This week for yearbook content, QUARANTINE HAIR. Seriously, there is so much gold here to be found. Who colored their hair? Who shaved their hair? Who went to dreads? How did people deal with their hair? (Um, queen of the twist and bun, here!) How did students deal with a basic issue of hair during the weeks and months at home? No shave? Shave it all? Shave part of it? Bunhead? Dreads? Long? Short? Bangs? Purple? Pink? Bleach? Rainbow? FIND. IT. ALL. You can ask for submissions of photographs but you can also look for Insta posts from mid to late quarantine. Please ALWAYS ask for permission. Please upload to eDesign and tag with 'Hair.'"

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Consider before & afters for your layout
- Did any of the students become the stylists in their house? Pics of their work!
- Speaking of neck up, let's ask how much money people would usually spend on makeup in a month vs. what they spend during COVID.
- Include teachers & admins on this!
- Mod on facial hair during the pandemic

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

CROWN POINT HS



MARSHALL HS



FLINTRIDGE PREP HS



COOPER MS



LEXINGTON HS



CUPERTINO HS



# CONTENT CREATOR

## 52 - FIRST PERSON I WANT TO HUG

**TASK:** Physical human connection became taboo during COVID-19. Handshakes, high fives, fist bumps, and hugs...all gone out of fear of exposure to the virus. When life returns back to normal, let's ask our students who they cannot wait to hug, high-five or just a good old-fashioned hand shake.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

"Hey everyone! This week for yearbook content, WHO YA GONNA HUG? We all have those people who we missed tremendously during our time apart. With only virtual connections, the huggers in your friend group are struggling. Your job is to find who would be the first people someone would hug and why. While these could be selfies, get creative. Screenshots of the two talking virtually. Best friend photos from before quarantine. You can ask for submissions of photographs but you can also look for Insta posts. Please ALWAYS ask for permission. Please upload to eDesign and tag with 'Hugs.'"

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Did you have meetups with people during quarantine?
- What is the first friend adventure you will go on when safe?
- How creative have you been in spending time with friends?
- Were you dating someone when lockdown started? Did that relationship survive?
- Mod - what were alternative greetings during this time? Feet taps? Elbow bumps? Pics!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SAN MARINO HS



ANTELOPE HS



WALNUT CAYUSE HS



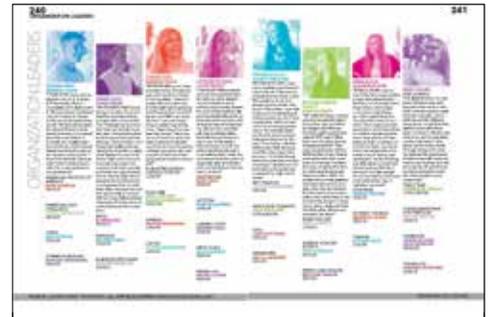
PLEASANT GROVE HS



DESERT MOUNTAIN HS



MOUNTAIN VIEW HS



# CONTENT CREATOR

## 53 - PHOTOGRAPHY CLASSES

**TASK:** Enlist your photography teachers and clubs to submit photos for the yearbook.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey everyone! This week for yearbook content, we are reaching out to photography classes and clubs to gather more content for the yearbook. Reach out to a teacher (sign up with me first!) or several students in these courses to ask them for photos covering various topics. Let them know we are looking for candid/journalistic photos showing our students in action. Strive to have the teacher or student email you the original full-sized photo, but HIGH RES SCREENSHOTS from social media can be used in a pinch.”

**POSSIBLE TWISTS:**

- Feature student photography on a spread in lieu of a seasonal art show. Ask the photography feature to curate a “best of” collection to highlight this work.
- Collaborate with the photography studio to take environmental portraits for your feature stories. If learning is currently online, these photographers can still be taking photos of your school community using social distancing.
- Setup weekly challenges with the photography club/department to curate content.. The challenges should meet their instructional standards AND cover topics you need for the yearbook. Feature the best work on your social media and then use it in the book!
- Ask these students/club members if they’d be willing to freelance assignments for yearbook periodically.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

THE CLASSICAL ACADEMY HS



SAN MARINO HS



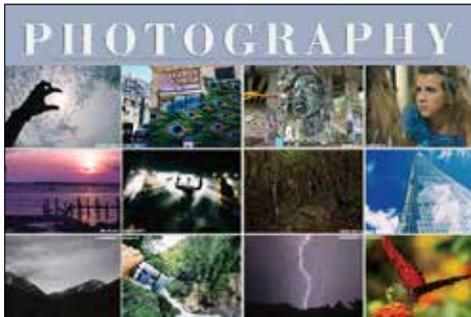
REDONDO UNION HS



WAYLAND HS



LAMBERT HS



WILLISTON NORTHAMPTON SCHOOL



# CONTENT CREATOR

## 54 - CHANGES TO HANDS ON CLASSES

**TASK:** Gather stories and photos from vo-tech teachers (and any other hands-on teachers!) and students reflecting a new way of teaching and learning.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

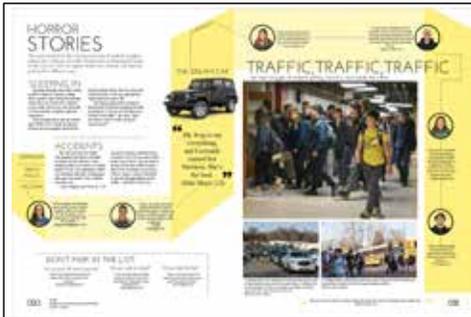
“Hey everyone! This week for yearbook content, we are tracking down photos and stories from vocational classes adapting to a new normal. Reach out to one teacher (sign up with me first!) and five students in these courses to gather photos and stories from their experiences. We are looking for photos of new procedures, new projects, and challenges and creative solutions that come up in these classes. What additional steps and protections have they implemented this year? What new technology have they had to use to meet new guidelines or restrictions? Candid photos showing students at work are best, but high-quality images of their projects are useful too. Strive to have the teacher or student email you the original full-sized photo, but HIGH RES SCREENSHOTS from social media can be used in a pinch.”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Find out how concurrent/college courses in these fields have changed. Are students still attending class on campus or is the work becoming more virtual?
- Create a pros/cons list for a specific class. E.g. how is auto class improved with more virtual options? What is lost in this style of instruction? Get direct quotes from students and teachers.
- How has this crisis changed career outlooks for these classes? Find out how students and teachers are looking at vocational and technical training through a new lens.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LANGLEY HS



POTOMAC FALLS HS



LONGMONT HS



LANGLEY HS



SMOKY HILLS HS



ARAPAHOE HS



# CONTENT CREATOR

## 55 - MUSIC DONE REMOTELY

**TASK:** Music is something that is so often done with other people. From choirs to bands to orchestras, let's talk to our music department as well as the students who are in them to find out how they still made music together, even while apart.

**COMMUNICATION:** Copy and paste for the directors of music programs:

"Hello [NAME HERE]! We are working hard on the yearbook, and we're specifically trying to focus on areas of our typical life that have had to radically change because of COVID. Could you talk to us about a few things so that we can include what this time was like for you in the yearbook? Questions for you:

- When all of life moved remotely, what were you able to do with your classes? Do you have any pics or videos you could share?
- Were students able to play "together" via Zoom? Do you have any videos of this?
- As things have opened back up, can you talk to us about how the CDC guidelines have particularly impacted classes where loud singing or blowing into instruments are involved? What are you able to do this year for classes?
- Do you plan virtual recitals or concerts? Talk to us about how those will work.

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Were students able to continue individual lessons during this time? How?
- Did non-musicians make any music-based videos during COVID? Faculty members singing? Sports teams doing things set to music? Get the URLs and make QR codes!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

BRIGHTON HS



POTOMAC FALLS HS



ANTELOPE HS



MIRMAN SCHOOL



THAYER ACADEMY



OXNARD HS



# CONTENT CREATOR

## 56 - THEATER DEPARTMENT

**TASK:** Theater is something that is so often done with other people. Talk to the theater department and known actors and find what they're able to do this year.

**COMMUNICATION:** Copy and paste for your fine arts director and/or theatre director:

"Hello [NAME HERE]! We are working hard on the yearbook, and we're specifically trying to focus on areas of our typical life that have had to radically change because of COVID. Could you talk to us about a few things so that we can include what this time was like for you in the yearbook? Questions for you:

- When all of life moved remotely, what were you able to do with your classes? Do you have any pics or videos you could share?
- Were students able to act "together" via Zoom? Do you have any videos of this?
- As things have opened back up, can you talk to us about how the CDC guidelines have particularly impacted classes where loud talking is involved.
- What are you able to play for the Fall Play or the Winter Musical? Can you talk to us about how those decisions have been made and what you've had to consider that most people would never know?
- Did you have a musical that never took the stage last year? Do you have any dress rehearsal pics to share with us? And could you tell us about what NOT opening the musical meant to the program?

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Interview actors who were in last year's musical that didn't happen. Are they doing the same thing this year? What are their thoughts on this?
- Look for substitutions for usual theatre offerings. Are students doing monologues? Open mic nights? Two-person plays? What are they allowed to do?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

THOMAS JEFFERSON HS



TROY HS



WESTBOROUGH HS



STEAMBOAT SPRINGS



NORTHWESTERN UNIVERSITY



GROTON DUNSTABLE HS



# CONTENT CREATOR

## 57 - THE CREATIVE WORLD

**TASK:** The world at large produced so many awesome endeavors for us to watch and enjoy while stuck at home. Consider a spread that includes QR codes to the MUST WATCH videos (from John Krasinski's Some Good News) to your school's graduation parade to your school's choir signing via Zoom.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

"This week we're making a spread that is a time capsule of sorts. What were the best moments we were able to watch throughout this entire situation? What youtube videos were viral? What local offerings were just so impressive? Let's give a brief summary of these as well as a screenshot AND QR code so that people can watch the videos themselves. Upload pics and QR codes to eDesign with the tag "World."

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Are there news programs that were remarkable during this time? Include a QR code.
- Any videos of the administrators welcoming people back to school, whether remote or hybrid or in person?
- Consider this spread a time capsule of as much virtual content as possible so that 10 years from now people can see and hear what everything was like.
- Mod of memes or Tik Toks that were popular, too (be sure of appropriateness.)
- What were the most liked Tweet?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

REDONDO UNION HS



PLEASANT GROVE HS



ARAPAHOE HS



MOUNTAIN VIEW HS



TUSCARORA HS



MESQUITE HS



# CONTENT CREATOR

## 58 - CELEBRATIONS IN THE TIME OF COVID

**TASK:** Gather photos and stories about celebrations that happened during quarantine. Think specifically about students who had to get creative to celebrate their big milestones or exciting events (think birthdays, bar mitzvahs, quinceaneras, etc...)

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey crew! Today’s big assignment is finding and interviewing 6 students about parties, celebrations or events that had to happen in a more creative way due to COVID restrictions. Ask each student you interview to send 3-4 high resolution pictures from their celebration. Think about more than just birthdays! Some ideas to get you started include family weddings, graduation parties for siblings, sweet sixteen, becoming “legal” (turning 18), getting your drivers license, passing your AP test, etc. Upload all pics to eDesign under the topic of “Celebrations.” Add all pics & text to a practice page in eDesign, save as a template, and name it “Covid Celebrations - Your Name” Thanks a million!”

### POSSIBLE TWISTS:

- Does anyone have videos of a car parade? Get the URL and put a QR code in the book!
- Did teachers do a car parade, either to celebrate the end of last year or to mark the start of a new one? Again, QR code to the video of this.
- Mod on “tips to throw a socially distant party”
- Find happy content on social media and use screenshots with permission

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

MESQUITE HS



TEXAS HS



MUNSTER HS



ENOCHS HS



GABRIELINO HS



SAN MARINO HS



# CONTENT CREATOR

## 59 - WHAT WE ARE WATCHING

**TASK:** Gather quotes from students about what shows they've been watching lately and what their all-time favorite show has been to stream.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

"Hello all you cool cats and kittens! We all know students have been binge watching lots of shows lately with the changes to the school year and the extra time at home. Your job is to interview 10 students and find out what shows they have been streaming lately, and what their all-time favorite show is. Ask each student if they like to jump around between a few different series or if they are binge watchers. Upload all pics to eDesign with the topic "Shows." Add all content to a practice page in eDesign, save as a template and name it 'What We're Watching - Your Name'. Thanks a million!"

### POSSIBLE TWISTS:

- You could also ask students which streaming platform they prefer the most. There are so many options, so you can get some positives and negatives of each.
- Do they watch TV while they are doing their school work, or do they wait until they finish their assignments to turn on their favorite show.
- Are they having "watch parties"? What are they watching and with whom? Screenshots, please!
- Have students pick their favorite episode of television ever. Why is it the best?
- Poll: Did Carole Baskin kill her husband?
- Poll: Average hours per week spent

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SUFFERN HS



FREEDOM HS



THOMAS JEFFERSON HS



ROCK RIDGE HS



ROCK RIDGE HS



CUPERTINO HS



# CONTENT CREATOR

## 60 - VIRTUAL BACKGROUNDS

**TASK:** Now that students are spending so much time on virtual video calls, some have gotten creative with their backgrounds. Gather images from students with their fun and creative virtual backgrounds.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey staff! With so much being moved to the virtual realm, many are relying on video chat platforms like Zoom, Microsoft Teams, Google Meet, etc. Some of our students have gotten really creative with their virtual backgrounds, and we want to include some of those fun examples in the yearbook! Find 3 students who had a fun, creative or funny virtual background and ask them to send you a screenshot. Upload all pics to eDesign under the topic of “Virtual Backgrounds.” Add all pics & text to a practice page in eDesign, save as a template, and name it “Virtual Backgrounds - Your Name” Thanks a million!”

**POSSIBLE TWISTS:**

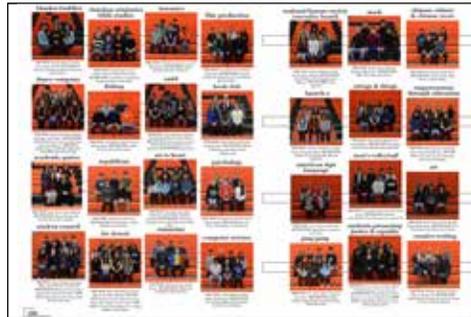
- Create a superlative category for “Best Virtual Backgrounds”
- Ask permission to screenshot any teachers with great backgrounds.
- Did anyone use filters while in class? Screenshots with permission.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

MOUNTAIN VIEW HS



NORTHVILLE HS



TIGER HS



CUPERTINO HS



GROTON DUNSTABLE HS



CROWN POINT HS



# CONTENT CREATOR

## 61 - FIRST DAY OF SCHOOL ATTIRE

**TASK:** Get pictures of students' first day of school outfits.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

"Howdy! With the first day of school right around the corner, and with the school year looking a bit different, we wanted to keep the tradition of capturing first day of school outfits. Whether it is students who are standing at their front door with their laptop, or posed on campus showing off their cutest face mask, we want to capture their look. Gather pictures of 6 students to feature in the yearbook. Ask them if they went back to school shopping or why they picked the outfit that they did. Upload all pics to eDesign under the topic of "First Day Fasion." Add all pics & text to a practice page in eDesign, save as a template, and name it "Firday Day Fashions - Your Name" Thanks a million!"

### POSSIBLE TWISTS:

- Find first-day-of-school posts on Insta and ask for permission to use them.
- If the first day is remote, ask for permission to take screenshots during classes.
- Teacher first-day attire
- Who has unique fashion game at school? Interview them & get pics.
- Include throwback pics from their first day of high school or first day of kindergarten.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ROBINSON SECONDARY



CORONA DEL SOL HS



ROBINSON MS



PARK VIEW HS



MESQUITE HS



LANGLEY HS



# CONTENT CREATOR

## 62 - STANDARDIZED TESTS

**TASK:** Investigate how testing has changed or evolved at your school this year.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey everyone! This week for yearbook content, we are covering everyone’s favorite...standardized testing! Let’s talk to teachers, counselors and students and find out what standardized testing will look like at our school this year. Find seniors who are taking the ACT or SAT, talk to counselors adjusting the testing calendar and physical environment, and interview teachers who have to prepare students for tests in these circumstances. Let’s also look back and see what the impact of all of the cancelled tests in spring and summer of 2020 will have had on our students who was registered but couldn’t take tests, and how will that affect their college application timeline? Instead of being able to take the SAT/ACT multiple times, will they have one shot at it? How is that stress impacting them? Your photos should match! Show us visually what everyone is doing to prepare and take tests.”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Teacher takes! Sign up for several teachers and get a photo and a quote: a candid, screenshot, or selfie of them in their element. An extended quote on how pacing, content covered, and focus on testing has changed or stayed the same. Will the curriculum “back up” since they can’t assume everyone learned what they should have last year?
- Many colleges have said they will be “test optional” for 2021. Talk to juniors & seniors about what this means for their college process. Will they even take a test at all now?
- Talk to the principal and ask how COVID affected usual mandated state testing, and what does the school have to do to recover from this?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

LANGLEY HS



MUNSTER HS



MARSHALL HS



WATERFORD KETTERING



THOMAS JEFFERSON HS



GRANT PARK HS



# CONTENT CREATOR

## 63 - ACADEMIC PROJECTS DONE REMOTELY

**TASK:** Collect stories and photos of students completing assignments remotely.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey everyone! This week for yearbook content, we are searching for great examples of academic projects done remotely. Social media is a great place to start asking for existing photos, but make sure you’re also tracking down students from every grade and class. Candid photos showing the student at work are best, but high-quality images of completed projects are useful too. Strive to have the student email you the original full-sized photo, but HIGH RES SCREENSHOTS from social media can be used in a pinch.”

### POSSIBLE TWISTS:

- Find the most unique ways students are completing projects digitally or remotely. Are foods classes creating their own meal prep videos? Get a screenshot of them in action. Are Shakespeare monologues from English class migrating to TikTok? Create a filmstrip of highlights from one student’s work.
- If your school is on a hybrid model, how are teachers balancing in-person vs. online instruction? Create an interrupter spread with graphics, screenshots, and student responses to this new learning model.
- Report on what homework and coursework looks like now. Have the number of assignments changed? Has the length or depth of the assignments changed? How have the ways in which teachers assess students changed?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

BRIGHTON HS



SMOKY HILLS HS



CASA ROBLE HS



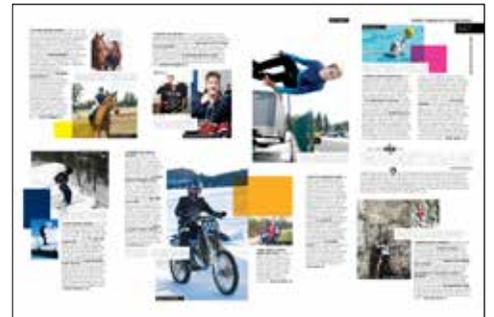
LONGMONT HS



TRUMBULL HS



MEAD HS



# CONTENT CREATOR

## 64 - GAMING

**TASK:** Lots of high school students spend their free time playing video games. This endeavor often involves playing online with their friends at the same time, using virtual reality, and spending a lot of time, emotion, and money in games that a lot of adults just don't understand. Let's tell these stories!

**COMMUNICATION:** Copy and paste for your yearbook staff members:

"I need everyone to find two students who are really passionate about video games. Let's ask them questions and see if we can get a photo of them either playing or holding a controller or piece of game memorabilia.

- What's your favorite game & why?
- What game storyline is the best to you?
- What's your preferred gaming system & why?
- How many hours per week do you spend gaming?
- What do people assume about video games and gamers that you find to be wrong?
- Do you play any online games? If so, what are they and who do you play with (give us names).
- What's your gamer tag (username) as you play?

Please upload pics to eDesign and tag under the topic of "Gaming". Give each pic a keyword and tell us who's in the picture. Send all text to [\[SUBMISSION METHOD HERE\]](#). Deadline is [\[DATE HERE\]](#). THANK YOU!"

**POSSIBLE TWISTS:** Specific angles to consider taking:

- How much money does a console/game/equipment cost?
- Match the gamer tag (username) with the student
- Profile a gamer for each of the 4 main systems (Nintendo, Xbox, PS4 and PC)
- What app-based games are people playing on their phones?
- Be sure to seek out several students who aren't male. How is that experience different, particularly in online lobbies?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

THOMAS JEFFERSON HS



FREEDOM HS



THOMAS JEFFERSON HS



WESTFIELD MS



TEMPLE CITY



LEGEND HS



# CONTENT CREATOR

## 65 - STUDENT JOURNALISTS

**TASK:** Cover your colleagues by reporting on fellow journalists and different student media in your school.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey everyone! This week for yearbook content, we are reporting on what we know best - student journalism! Find a fellow student journalist to cover and ask them to document what their jobs look like now. We are looking for photos of reporters covering events, doing interviews, and putting together their publications. Social media is a great place to start asking for existing photos, but make sure you are also showing up (when you can) to cover these students in action. Ask questions about how each student journalist’s Process and Product has changed or evolved.”

### POSSIBLE TWISTS:

- Investigate how content gathering has changed. Are there new procedures for interviewing and photo shoots? How does technology help and hinder the process?
- How are student publications building and training their teams this year? Find out what a mix of online and in-person training looks like? What about conferences, camps and workshops? How is team-building and camaraderie different?
- How is readership different this year? Have any student media changed platforms? Is the student body more or less engaged? How are yearbook sales looking? Have publications changed their approach to social media and engagement?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

MADISON HS



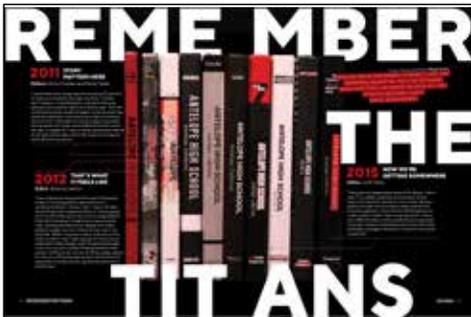
CHANTILLY HS



MADISON HS



ANTELOPE HS



ROCK RIDGE HS



LEGEND HS



# CONTENT CREATOR

## 66 - STUDY SESSIONS & GROUP PROJECTS

**TASK:** Collect stories of how students participated in study sessions.

**COMMUNICATION:** Here's the assignment to share with your yearbook staff: "Hey staffers! We're building a spread on study sessions/study buddies. We are looking for stories and photos of how students are studying together. This could include studying for tests, working on homework projects, or just keeping up on class work/assignments together. We're looking for a variety of different methods from in-person to text groups to video sessions, so please reach out to your circle of friends and ask them how they are approaching study groups in their classes. We need to include all grade levels, so don't forget to check with your siblings and their friends, too. Upload your stories [\[SUBMISSION METHOD HERE\]](#) and upload the photos to eDesign, tagging them with the Topic "Study Sessions" and adding Keyword "person's name." Text me at [\[PHONE NUMBER HERE\]](#) or email [\[ADDRESS HERE\]](#) with any questions."

**POSSIBLE TWISTS:** While students are pretty good at communicating and working within their friend groups, it's a little different participating in a smaller group with people they may not know. Consider focusing on these areas of small groups:

- Strategies for answering the question, "Did everyone do their part?"
- Teacher created groups VS friends only groups—which were more successful?
- Study groups with study guides VS casual study group with friends
- Group projects VS group studying
- Pros vs. Cons of group work
- Close(er) friendships formed as a result of online study sessions
- Preferred platforms for virtual study groups
- In-person groups—how did you manage the meetings? How often did they meet? Was the group just close friends, or a teacher-directed group?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ANTELOPE HS



PLEASANT GROVE HS



MILL VALLEY HS



BRIGHTON HS



WALNUT CAYUSE HS



COOPER MS



# CONTENT CREATOR

## 67 - TEACHERS RETIRING

**TASK:** Create a spread/mod about teachers/staff who were retiring the 2021 school year. Give details how COVID-19 changed their plans – putting off retirement, retiring earlier, etc.

**COMMUNICATION:** Copy and paste for staff member(s) assigned this topic.

Hey [NAME HERE]!

Your yearbook assignment for (this week, period) is to:

1. Contact front office to get a list of retiring/soon-to-be retiring teachers and staff including email address and phone # if available.
2. Create a questionnaire with questions relating to retiring during the pandemic. For example, Has the pandemic changed your feeling toward retiring? How? Would you postpone retirement or move it up due to the pandemic? Why? What are your plans for retirement? Are they the before and after the pandemic? Explain.
3. Ask about their career highlights. What have they taught over the years (and how many years have they taught?) Any moments of pride or things that stick out as moments that took them by surprise?
4. Email each retiring teacher to introduce yourself and explain your yearbook assignment. Ask politely if they will be part of your spread. Have the teachers answer a questionnaire and submit pictures of them in action (ask them if they have any older pics to share with us!)”
5. Upload all pics to eDesign and give the topic of “Retiring Teachers”; keyword the image with the person’s name.

### POSSIBLE TWISTS:

- What does retirement look like during a pandemic? Get quotes.
- How have retirement plans changed - Trips? Adventures? Grandchildren? A different job? Moving?
- Since social distancing and being home since March, do you feel like you don’t want to retire now that you have had a taste of it?
- Get quotes from fellow faculty & students talking about this teacher.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

DIAMOND BAR HS



CORNING PAINTED POST HS



LEXINGTON HS



REDONDO UNION HS



SAN MARINO HS



CHRIST PRESBYTERIAN ACADEMY



# CONTENT CREATOR

## 68 - NEW FACULTY

**TASK:** Being a brand new teacher or administrator is such a tough thing. Doing it in the midst of a pandemic has got to be an absolutely insane task. Seek out the new teachers/admins and talk to them about their experience.

**COMMUNICATION:** Copy and paste to send to your chosen faculty members:

"Hello from the yearbook staff! We know that you're relatively new to being a teacher, and we can't even imagine how difficult it's been to do this job in light of COVID. Would you be willing to answer a few questions for us about you and your experience thus far?"

- When did you know you wanted to be a teacher, and why?
- Tell us about the best teacher you've ever had.
- Can you walk us through a typical day in your life?
- And lastly, how have you had to pivot/adapt because of COVID? Did you feel properly prepared for the world of online education. If yes, what helped you? If no, what did you do to learn?

Thank you very much for talking to us, and with your permission we'd like to have someone come take a few photos of you in action. Please just respond to this email, and we'll go from there. Thank you!"

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Ask the administrator to walk us through everything they've had to do since schools closed in March.
- Are any teachers at the school former students of the school? Interview them about their experience then and now.
- What teachers have been at the school the longest? Ask them to highlight their biggest challenges over the years and proudest moments?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LAKE CENTRAL HS



LEWIS PALMER HS



ANTELOPE HS



TROY HS



MOUNTAIN VIEW HS



CORNING PAINTED POST HS



# CONTENT CREATOR

## 69 - FEEDING FAMILIES IN NEED

**TASK:** Create a spread/mod about the school cafeteria and how it is affected by the pandemic. Show how the school system helps those in need during the pandemic – in and out of school.

**COMMUNICATION:** Copy and paste for the yearbook/s who have this assignment:

Hey [NAME HERE]! Your yearbook assignment for (this week, period) is to:

1. Research the ways your school cafeteria helps students in need – in and out of school. Is there a program set up? Is there added help during the pandemic?
2. Contact the cafeteria manager and the district food service director for direct questioning and quotes. Ask about what they do in normal years vs. pandemic years. Has their food supply been disrupted?
3. Is there an outreach plan? Who is involved? Locations? Time? How many students are affected at your school and district? Is there special funding?
4. How is the cafeteria set up for social distancing? Do more students bring their lunch from home during the pandemic?
5. Please get pics of the workers in action, and be sure to include students in the pics as well (not in income sensitive scenarios, though.) Upload to eDesign and tag “Cafeteria”.

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Types of food given during the pandemic. Has this changed or is it the same as usual?
- What are the avenues to get food out to those in need?
- What steps are taken to make things safe in the cafeteria?
- Do outside agencies help? Does the community/churches do an outreach through the school to help students in need? Profile the local food bank, for instance. Get stats from them!
- Are there students helping with the need? If so, how?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

JAMES MADISON HS



STONEBRIDGE HS



PARK VIEW HS



ANTELOPE HS



PLEASANT GROVE



ACALANES HS



# CONTENT CREATOR

## 70 - WHAT'S IN YOUR BACKPACK (AND OTHER POSSIBILITIES)?

**TASK:** Collect photos of the contents of students' backpacks/bookbags and a brief statement of why they carry these items and/or what items are different from last year.

**COMMUNICATION:** Here's the assignment to share with your yearbook staff:

"Because being on campus is so different this year, we want to find out what items students have in their backpacks/bookbags. Reach out to 5 friends and ask them to share a photo of the contents of their backpack/bookbag, a selfie wearing/carrying their bag, and a short sentence or two about why they carry these items and how they might be different from what they carried last year. Because we want to include a wide variety of bags and people, reach out to your siblings and their friends, too. Upload your quotes [SUBMISSION METHOD HERE] and upload the photos to eDesign, tagging them with the Topic "Backpack" and add Keyword "person's name. See me if you have any questions!"

**POSSIBLE TWISTS:** This assignment assumes students are attending classes in person in some way.

Consider one these options if that is not the case or just want a new way of looking at what students consider school essentials:

- At-home school essentials
- Virtual meeting buddies (pet, stuffed animal, blanket, slippers, etc.)
- What's on my desk/workspace
- What's on my walls
- My virtual classroom set-up/location
- Virtual meeting background—real or created
- What I would have worn the first day of school

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ROBINSON SS



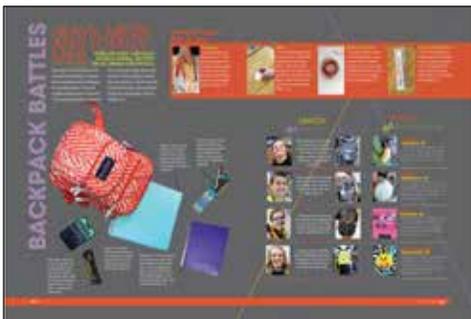
HARKER UPPER SCHOOL



SIERRA MS



SIERRA MS



STATESBORO HS



WESTBOROUGH HS



# CONTENT CREATOR

## 71 - LIBRARY

**TASK:** The school library is an often overlooked hub of student life (at least in the yearbook!) Gather photos and information about the library's role in both education at your school and how the students use it.

**COMMUNICATION:** Copy and paste to send to your schools librarians:

"Hello! The yearbook staff would like to feature the library in the yearbook this year, particularly as we seek to tell the whole story of this year. Would you answer a few questions for us, please?

- Can you talk to us about the parts of your job that most people wouldn't think about?
- Tell us about the ways students use the library beyond just finding books.
- Have you had to make any changes because of COVID?
- What was/is your role as remote-learning happens?
- What's the busiest time during the day for you?

If you'd email us back with responses, we would sure appreciate it! We'd also love to come take a few photos of you in action (in addition to showing students actively using the various elements of the library offerings.)

If by chance you already have some photos to share with us, that would be great! [\[SUBMISSION METHOD HERE\]](#)."

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Day in the life of a library
- What books are checked out the most each year?
- What books are new to the library this year? Who chose them and why?
- Feature students/teachers/librarians holding their favorite book and talking about why they like it.
- Define a modern library vs. the old perception of just stamping a book.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LEGEND HS



LAMBERT HS



PLEASANT GROVE HS



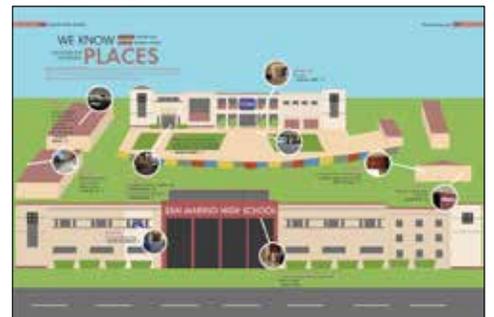
CHAPARRAL HS



REDONDO UNION HS



SAN MARINO HS



# CONTENT CREATOR

## 72 - SCHOOL NURSE

**TASK:** More than any year in recent history, the role of the school nurse is being redefined. Take time to really get to know your school nurse and what their role looks like this year. Do some research beforehand to see what your district guidelines have outlined for their role.

**COMMUNICATION:** Copy and paste for your school nurse.

“Dear [NURSE NAME HERE], The yearbook staff is looking to share your story with the school this year. We recognize how much more you are having to undertake with the new guidelines and wanted to cover that in the yearbook. If you have some time, please answer the questions below. We will follow up with you for more information and to take pictures.

- How long have you been a nurse? What led you to the school nurse path?
- How were you informed of the new guidelines the district has put in place?
- What additional supplies do you have to have on hand?
- What have been the biggest challenges you have found so far?”
- What are some of your duties that most people wouldn’t think about?

### POSSIBLE TWISTS:

- This story could be a feature within the staff portrait section
- Could be a mod on a “New Guidelines” spread
- Could be part of an “Unsung Heroes”
- Could be a whole spread on a “day in the life of”. If you want to expand this into a spread on the busy day of the school nurse, be sure to send photographers to the nurse’s office throughout the school day and get stories from the students visiting/talking about them

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

PLEASANT GROVE HS



JAMES MADISON HS



LEWIS PALMER HS



MIRMAN SCHOOL



CORNING PAINTED POST HS



PARK VIEW HS



# CONTENT CREATOR

## 73 - CUSTODIAL STAFF

**TASK:** The custodial staff does more than any student would ever suspect. Contact this department and interview the workers; take action pics of them keeping the school running smoothly.

**COMMUNICATION:** Copy and paste for your yearbook staff member/s with this assignment:  
"This week I'd like you to focus on our custodial workers. Please contact the department and ask to interview them. Let's find out everything they do for the school - both the things we see and the things we don't see. Let's find out what a normal year would be like for them, and let's find out how COVID has changed things. Please upload pics to eDesign with the topic of "Custodians" and keyword the pics with the person's name. Questions to consider asking:

- Have you had to take extra steps to clean the school? Any different products in use?
- During the quarantine, did you continue to go into school everyday?
- Can you walk us through a day in the life during a normal year? How about a COVID year?
- Have you had to work overtime because of this situation?
- Are you worried about your personal safety?
- Do you have to take your temperature before entering the building each day?
- Do you have to wear a special mask or gloves?
- Do you miss seeing the students and teachers?
- What's the best part of your job?
- How can students and teachers help you with your job?

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Profile a custodian as part of an Unsung Heroes spread or mod.
- Do any students work with the custodians? Talk about this program.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ACALANES HS



LEWIS PALMER HS



STONEBRIDGE HS



PLEASANT GROVE HS



SOUTH FORSYTH HS



TURNER ASHBY HS



# CONTENT CREATOR

## 74 - TALENTED STUDENTS

**TASK:** Find the seriously talented students who actively pursue their area of skills. Talents pursued inside school activities and outside-of-school should be worthy of this spread.

**COMMUNICATION:** Copy and paste for your yearbook staff:

“Hey team! Let’s brainstorm a list of some incredibly talented members of our student body and talk to them about their passion. I need each of you to ask around and hone in on one person you’ll be responsible for. Please think beyond our usual athletic stars. We have dancers, chess players, artists, debaters, mathematicians, fencers, comedians, ice skaters, etc... We need pictures of your chosen person in action, and you’re responsible for asking them some questions about what they do. While this interview is yours to run with, I’d suggest asking things like:

- When did you first realize you had some skill at x, y, z?
- How much time in a week do you spend working on this skill?
- Do you anticipate using this skill in the future, and if so, how?
- What motivates you to stay so active outside of school hours?
- Did you try any other fields before finding this skill? If so, tell us about those experiences.

Please upload pics to eDesign and tag as “Talents”; keyword the pic with the person’s name. Submit your text to me via [\[SUBMISSION METHOD HERE\]](#).”

**POSSIBLE TWISTS:** Students can fall into all kinds of interesting categories; what you choose is up to you! Other options to consider would be things like...

- Students who started their own clubs
- Students who mentor younger kids
- Students who really like school lunch
- Students on crutches or in casts

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

CORNING PAINTED POST HS



TEMPLE CITY HS



SUNNY HILLS HS



LAKE CENTRAL HS



MESQUITE HS



POWELL MS



# CONTENT CREATOR

## 75 - SPORTS TEAMS DURING COVID

**TASK:** Gather stories from a diverse sampling of our students and coaches that reflect ways they kept their sports teams going during the COVID 19 suspensions.

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey, everyone! This week for yearbook content, we are going to collect "How to be a team from a distance," stories. We need to represent our students and faculty who are members of a sports team and get photos and story ideas on how they coped during COVID-19. Could everyone please find 10 posts or accumulate 10 story starters from around our community? If you find the story in a social media post, please get permission to use the story and then take a high resolution screenshot of the post. Please upload to eDesign and tag with the Topic of "Sports during COVID." Any questions? Text me at [PHONE NUMBER HERE]."

**POSSIBLE TWISTS:** There are tons of places to find these stories. Local news and social media posts can provide a lot of this information to help you get started with your brainstorming for this topic. Consider searching for and asking questions about the following:

- Staying in shape at home
- Virtual tryouts
- Virtual team meetings
- Measuring for uniforms online
- Fears of cancelled seasons
- Practicing in masks
- Marking the six feet apart guides during group practices
- Rules from the high school league

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

TURNER ASHBY HS



LANGLEY HS



POWELL MS



SUFFERN HS



LAFAYETTE HS



CHAPEL HILL CHAUNCY HALL



# CONTENT CREATOR

## 76 - ATHLETES AT HOME

**TASK:** Survey athletes on how they are keeping up with their sport outside of school; profile a few of them.

**COMMUNICATION:** Look through last year's fall sports rosters and email those who have not graduated. Be sure to include JV teams. Create a Google form and send it to those students. In the form include:

- Name & Grade
- Sport you would be playing at school
- How many hours are you working out at home (for best survey results, control the choices. For example, allow them to select one answer from "over 10 hours/week; 8-9 hours/week; 6-7 hours/week; 4-5 hours/week; 2-3 hours/week; an hour or less/week")
- Are you playing this sport with an outside club?
- Are you working out alone or with a teammate
- Open ended question for the athlete to type a longer answer, like "How has your workout changed while staying at home?" or "How do you stay motivated to work out when you don't have a scheduled practice?"

Once you receive several responses, you can decide who will be featured and ask them for the type of picture you would like from them (work out action, head shot with mask on, etc.)

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Side-by-side comparison of athletes from different sports—e.g. put a football player next to a cross country runner and compare their workouts
- Public places/parks that students go to train.
- Students wearing masks with their favorite team logo
- Challenge two athletes to swap workouts—e.g. a water polo player and volleyball player.
- Athlete nutrition in a time of less activity

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LAMBERT HS



TEMPLE CITY HS



WESTFIELD MS



POTOMAC FALLS HS



SMOKY HILL HS



CHRIST PRESBYTERIAN ACADEMY



# CONTENT CREATOR

## 77 - COACH PERSPECTIVE

**TASK:** Reach out to all varsity coaches and talk to them about the impact of COVID on their sport and their athletes.

**COMMUNICATION:** Copy and paste for coaches in the school:

“Hey varsity coaches! This year is obviously so different for all of you, and the yearbook staff wants to be sure to feature your teams and what you’ve had to adapt to in the time of COVID. Would you please tell us about how this whole situation has impacted your sport? What changes have you had to make? Have you been able to practice and compete? How are you trying to stay connected with your athletes, and how are you trying to keep them engaged? We’d love to hear from you, and we’d love to feature you. Please reply to this email (and we’d be more than happy to have a student interview you in person.) Finally, please share any and all photos you might have of your team/players at work.” Note to staff - in a pinch, high res screenshots from social media will help you should you need pictures!

**POSSIBLE TWISTS:** Specific angles to consider taking:

- What tasks did you give your athletes to do while at home?
- How is athletic recruitment for colleges affected by this? Which of your athletes should we talk to about this?
- What does a typical practice look like now compared to what it was before?
- Can you talk to us about whether you think it’s worth keeping a team together and practicing if there are no competitions?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

SMOKY HILL HS



GREENFIELD JR HS



ANTELOPE HS



THOMAS JEFFERSON HS



LEGEND HS



STAPLES HS



# CONTENT CREATOR

## 78 - CAPTAIN PERSPECTIVE

**TASK:** Profile team captains on their roles as leaders and motivators, particularly in this time of COVID.

**COMMUNICATION:** Send the following email to team captains:

“Hi Captains! The yearbook wants to cover your job as a leader and motivator of your team. Please reply to this email, answering the following questions:

- How long have you played your sport?
- How do you keep your team motivated?
- What is the most important thing you do as a captain?
- When have you applied your captain skills to something outside of athletics?
- How do you get a new team to bond?
- Any team traditions?”
- How has COVID affected your sport, and how have you endeavored to keep your team members engaged?

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Pair up captain skills with another aspect of the student’s life. For example, maybe the soccer captain is also a Boy Scout. How do the two roles overlap?
- If a team has a particular tradition, give it a spotlight. For example, “How to plan a team dinner.” Include pictures from the event and/or infographic.
- Worst call made by a ref/official made in a game and the captain handled it.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

GABRIELINO HS



SUFFERN HS



MARSHALL HS



FREEDOM HS



WALNUT CAYUSE



PLEASANT GROVE HS



# CONTENT CREATOR

## 79 - COLLEGE RECRUITMENT FOR ATHLETES

**TASK:** Many athletes grow up dreaming of playing sports in college and the pro ranks. But of the nearly 8 million students currently participating in high school athletics in the United States, only 495,000 of them will compete at NCAA schools. Feature those students at your school who are in the process of being recruited to play their sport in college (junior college to university).

**COMMUNICATION:** Send the following email to parents of senior athletes and any junior parents who are exceptional in their sport; the first step is to identify as many students as possible so that we have a good range of sports and students. "Hi Parents! The yearbook is looking for student athletes who are planning to play their sport at the college level. If you could please reply to this email with your son or daughter's name, the sport they play, and where they are in the recruiting process. We'd greatly appreciate it!" After you receive 10-15 replies, reach out to each of the students with the following email:

**COMMUNICATION:** "Hi [NAME HERE]! The yearbook wants to know more about your goals for playing [SPORT HERE] in college. Can you please answer a few questions for us?"

- How long have you been playing your sport?
- What position do you play?
- When did you know you wanted to play in college?
- Where are you in the recruiting process (still making contact, campus visit, signed)?"

Once you've selected who will be featured, go back to the parent to ask for pictures of the student playing that sport, signing their commitment letter, or posing with a medal.

### POSSIBLE TWISTS:

- Ask non-athlete students if they could compete in any Olympic sport, what would it be and why?
- Some colleges have sports that are not available at your high school like figure skating, fencing, or rugby. Ask around to see if you have students participating in those sports.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

STEAMBOAT SPRINGS HS



LANGLEY HS



SUFFERN HS



SUFFERN HS



DIAMOND BAR HS



LEXINGTON HS



# CONTENT CREATOR

## 80 - CLUB INVOLVEMENT

**TASK:** Collect stories of how students stayed involved with their favorite school club(s)?

**COMMUNICATION:** Here's the assignment to share with your yearbook staff:

"On-campus clubs have had to discover new ways to continue to meet and/or hold club related activities. We're looking for stories about how students stayed connected to their favorite clubs and which activities the club continued to host. Find 5 people who are still active in a club and interview them about their specific activities and how they are staying involved. Ask them to share any photos of club meetings or virtual activities. Upload your stories [SUBMISSION METHOD HERE], and upload the photos to eDesign, tagging them with the Topic "Club Involvement" and add Keyword "person's name." Text me at [PHONE NUMBER HERE] or email [EMAIL ADDRESS HERE] with any questions."

**POSSIBLE TWISTS:** In order to stay active, clubs are going to have to adapt and communicate differently. Consider these alternative coverage ideas:

- New responsibilities/activities of club presidents
- Anatomy of Virtual Club Recruiting (how did clubs reach out to potential new members?)
- Club virtual-only activities
- Clubs that changed their focus/activities to adapt to new virtual environment
- Students who joined new clubs due to current social movements
- New clubs created as a result of current social movements

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

WALNUT CAYUSE HS



ROBINSON SECONDARY



ST CHARLES HS



THOMAS JEFFERSON HS



STAPLES HS



PLEASANT GROVE HS



# CONTENT CREATOR

## 81 - SERVICE CLUBS

**TASK:** Clubs on campus will look very different as they navigate regulations and guidelines. For service clubs, how are they still serving the community? Are clubs focusing on campus or are they branching out to needs that have developed because of COVID?

**COMMUNICATION:** Copy and paste for club advisers/sponsors/presidents:

“The yearbook wants to cover the work you are doing within the community through [CLUB NAME HERE]. Please consider some responses to the questions below and send them to [NAME HERE] at [EMAIL HERE].

1. What big projects have you had to adapt for this year?
2. Are you focusing on helping the students on campus or the community at large?
3. How have you had to change your mission as an organization?”
4. Do you have any photos of your club in action that you might be willing to share with us?”

**POSSIBLE TWISTS:** Think about your school as a whole. How has COVID changed the school community around you?

- Many schools use school-wide canned food drives as a big community outreach effort. Is this looking different this year? Maybe there is a greater need in food banks. Maybe food banks are only taking cash donations. What is happening?
- Does your school do penny drives or other events that are being cut? Consider talking about where that money has traditionally gone and how not having it will affect them.
- Also consider service that clubs provide such as quest speakers. If your school is not allowing visitors/vendors on campus, are you missing out on speakers?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

REDONDO UNION HS



PARKWAY WEST HS



MOUNTAIN VIEW HS



RICHMOND HILLS HS



THOMAS JEFFERSON HS



MOUNTAIN VIEW HS



# CONTENT CREATOR

## 82 - HELPERS: HOW DID YOU VOLUNTEER IN THIS TIME?

**TASK:** Gather stories from students and faculty that reflect ways they participated in helping others during the COVID-19 pandemic.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey, everyone! This week for yearbook content, we are going to collect “COVID-19: Look for the Helpers,” stories. We need to represent our students and faculty who have already or are currently volunteering for COVID-19 relief efforts. Could everyone please find 10 posts or accumulate 10 story starters from around our community? If you find the story in a social media post, please get permission to use the story and then take a high resolution screenshot of the post. Please upload to eDesign and tag with the Topic of “Covid Helpers.” Any questions? Text me at [PHONE NUMBER HERE].”

**POSSIBLE TWISTS:** There are tons of places to find these stories. Local news and social media posts can provide a lot of this information to help you get started with your brainstorming for this topic. Consider searching for and asking questions about the following:

- Sewing masks
- Providing meals
- Caring for the elderly
- Creating face shields
- Feeding the medical staffs
- Making encouraging banners for the frontline workers
- Tutoring students via eLearning
- Giving blood
- Fundraising efforts

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

TRUMBULL HS



THOMAS JEFFERSON HS



BRIGHTON HS



THOMAS JEFFERSON HS



ROCK RIDGE HS



SMOKY HILLS HS



# CONTENT CREATOR

## 83 - ESSENTIAL WORKERS

**TASK:** Members of your community are connected to frontline workers. Consider doing a spread on students who have parents in medical fields or who are hospital workers or first responders. Also look at the Bio Med and HOSA programs on your campus. How are they changing curriculum or internships? Interview students who plan to be essential workers.

**COMMUNICATION:** Copy and paste for your entire student body: "The yearbook staff is looking to feature students who live with frontline workers during these trying times. If someone in your family works at the hospital at any level or similar doctors' offices or emergency services, please respond to this email. We'd like to know how their time during the shutdown affected your family. Were they kept in quarantine? Did they work crazy extra hours? How did your family as a whole get through? Please send your answers to [PERSON NAME] at [EMAIL HERE]."

**COMMUNICATION:** Copy and paste for your Bio Med or HOSA students: "The yearbook would love to talk with you about your interest in medical fields. With the spring shutdown and continued presence of COVID-19, has your opinion of the medical industry changed? Are you able to volunteer or have internships this school year as you would have in the past? Do you still want to go into these fields? Please send your answers to [PERSON NAME] at [EMAIL HERE]."

**POSSIBLE TWISTS:** Don't forget that essential workers are not limited to medical employees. You can also look for students connected to truckers, custodial workers, grocery store employees, veterinarians, city employees, waste management, or IT.

- Another twist is to interview students themselves who were working during this time. Grocery clerks? Restaurant employee? Door Dash driver? Helping a family business? Watching children?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

BRIGHTON HS



MESQUITE HS



TROY HS



CHRIST PRESBYTERIAN ACADEMY



GABRIELINO HS



ANTELOPE HS



# CONTENT CREATOR

## 84 - FUTURE PLANS

**TASK:** Reach out to seniors to find out what they're hoping to do after graduation.

**COMMUNICATION:** Copy and paste for social media or to send to seniors directly:

"Seniors! The yearbook staff wants to know your plans for life after high school. What do you plan to do? Military? Training in a trade? College? Right to work? Gap year? Please hit us up with what you hope to be doing and where you hope to be! Text us at [NUMBER HERE] or email us at [NUMBER HERE]. Thanks for helping us make your senior yearbook awesome!"

### POSSIBLE TWISTS:

- You could also send this to senior parents, to students via Google survey, or assign yearbook staffers to each find a handful of seniors to feature.
- You could feature one student from each potential pathway. Talk to them about their choice. When did they make it? Why? What will their future training involve?
- Get a diverse sampling of students who plan on different majors in college. Talk to them about how they chose this major and what future career path they want from it.
- Do you have ROTC at your school? Do a spread on this. Who is part of it and what is their obligation to ROTC after high school?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

STEAMBOAT SPRINGS HS



SUNNY HILLS HS



WALNUT CAYUSE HS



QUIVER LAKE HS



JOHN CHAMPE HS



CORNING PAINTED POST HS



# CONTENT CREATOR

## 85 - TECH CHALLENGES OF REMOTE EDUCATION

**TASK:** Most schools had to rapidly pivot to remote education when COVID hit. Let's talk to students, teachers, and IT people from the district about the challenges of remote education, particularly related to technology.

**COMMUNICATION:** Copy and paste to send to your IT team:

"Hi [NAME HERE]. The yearbook staff is hard at work on this year's book, and one of the stories we'd like to tell is what the sudden leap to remote education meant for your department. Could you please answer a few questions for us?

- Before COVID, had the district done any prep for online-based education?
- What was the greatest challenge you faced when trying to keep classes going for everyone?
- What's something you did during this time that the average joe wouldn't know about?
- Can you estimate how many students didn't have access to adequate WiFi or a device that would help them through this time? Was the school able to help this in any way?

Do you have any photos from this time that you might be willing to share with us? Please reply and we'll go from there. We think this is so important for the history books, and we really thank you for participating!"

**COMMUNICATION:** Send Google survey to teachers & students with these three questions:

- What aspect of technology made remote-learning really difficult for you?
- What's something you faced that you think few people took into account when we had to move remote?
- Any stories of an online fail moment? (Obviously ask for name & grade, too!)

**POSSIBLE TWIST:**

- Ask the superintendent what steps were taken over the summer to try to be ready for more remote ed.
- Ask the school admins how they amended grading policies in light of unequal access to resources?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SIERRA MS



MCLEAN HS



THOMAS JEFFERSON HS



FREEDOM HS



TOBY JOHNSON HS



PLEASANT GROVE HS



# CONTENT CREATOR

## 86 - PARENTS: WHAT DID THEY MAKE YOU DO DURING COVID?

**TASK:** Families responded to the pandemic in lots of different ways. Find various students to talk about how their parents reacted and what their parents made them do.

**COMMUNICATION:** Copy and paste for your yearbook staff member/s with this assignment: "This week we're going to find out how parents responded during COVID and, more specifically, what they had their kids doing at home as part of this response. In total, we want to interview no fewer than 15 students about this. Questions to consider asking:

- Since you are now home bound, do your parents require extra tasks?
- Talk us through the chores you do: Mow yard? Make bed? Do dishes? Do laundry? Make dinner?
- During the pandemic, name one thing new you learned.
- Are you parents paying you to complete chores, or is this a normal part of your family?
- Do you feel you should be helping your parents more if they are working essential jobs and you are now home?
- Are you the babysitter or chauffer for your siblings? Tell us about this experience.
- If you are getting paid, did you make up a savings plan? What do you plan to purchase with your earnings?
- Do you feel these added responsibilities have prepared you for a possible job?
- Do you feel these chores are keeping you from your social activities?
- Do you want to pick up more and help out around the house since you may have had a parent lose his/her job?
- Have you had to get a job to help out ?
- Do you want to return to school, or do you like being home and helping out around the house?
- Have your parents been "extra" in any way? Tell us!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SAN MARINO HS



MCLEAN HS



COOPER MS



CHESTATEE HS



OVERLAND HS



THOMAS JEFFERSON HS



# CONTENT CREATOR

## 87 - WEATHER WOES

**TASK:** Feature students experiencing the climate in your part of the world, particularly if there are any major weather-based events.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey friends! A major blizzard is in the forecast for this week, and there are rumblings of a snow day. We want to be ready as a staff if this happens. Your snow day assignment will be either taking or sourcing three pictures of students out in the snow (whether building snowmen, shovelling a walkway, or sipping hot chocolate from the indoors.) Show what weather events look like in this town! Please upload pics to eDesign with the topic of “Weather” and give each picture a keyword so we know who we are seeing. If you are in charge of this spread, please also record some facts about the day/s: What was the temp? How much snow did we get? Where is that in the realm of record-breaking snow, etc...? Any questions? See me!”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Show students experiencing all seasons in your part of the world: Summer? Fall? Winter? Spring?
- What major weather events do you face? Hurricanes? Tornadoes? Fires? Snowstorms? Dust clouds? Etc... Get stats about your climate & these types of events, and tell how they affect the community.
- Are snow days still a thing for you now that remote-education is in place?
- Are any students volunteer medics or firefighters? What do they have to do when weather strikes?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MESQUITE HS



LEWIS PALMER HS



SANTA PAULO HS



THOMAS JEFFERSON HS



TEXAS HS



MCLEAN HS



# CONTENT CREATOR

## 88 - QUARANTINE CHIC

**TASK:** Gather photos from students attending online class or meetings. These photos need to emphasize style, hats, or hair.

**COMMUNICATION:** Copy and paste to send to students or post to social media.

“To our entire student body, we are looking for screen shots of you participating in an online class or meeting. This is your chance to be featured in the yearbook. These pictures can show you in your favorite hat, outfit or hairstyle. We appreciate any information or photos you can share with us. Please share photos through [\[SUBMISSION METHOD HERE\]](#). You may communicate with us directly via [\[EMAIL ADDRESS HERE\]](#). Thanks in advance!”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Favorite Hats/Hair Styles for Online Meetings or Class
- Choosing Your Style and Background for Class
- Pattern or Solid Color? My Favorite Online Outfit
- Ask around for students whose fashion online is noticeable - whether trendy or hilarious

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

TITUS DESIGN



REDONDO UNION HS



SOUTH HILLS HS



ROBINSON HS



PARK VIEW HS



LAMBERT HS



# CONTENT CREATOR

## 89 - YEARBOOK STAFF THIS YEAR

**TASK:** No one knows what goes into producing a yearbook. But producing a yearbook in a year when sports, clubs & events may not happen? THAT IS SUPER HUMAN! Let's bring people inside our world and illustrate how yearbooks - and this yearbook - happen.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

"Friends, we are the star of the show for this assignment. We are doing two pages on our yearbook & yearbook staff AND what we've had to do to make a book happen this year. We must assume that most people don't know how a yearbook comes together - from creating a theme to planning the ladder of contents to getting photos, etc... Let's design this educational component. THEN let's interview each other and talk about how we worked this year. What problems did we face and how did we solve them? How did we get our photos this year? How did we have enough content when big usual chunks were compromised? Tell people what we planned, what we pivoted to, and how we did it all! Upload all content to eDesign with the topic 'Yearbook Staff.'"

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Do a mod showing the difference in your ladder: What was Plan A vs. what was Plan B?
- Who stepped up to really help the yearbook staff, and in what way? History Dept Head? English teachers? Admins? Parents? Show their role.
- Pull the curtain back and tell people how you decide what belongs in the yearbook.
- What are the goals of your staff this year?
- Interview each staff member and ask them their hardest assignment this year?
- Interview each staff member and ask them the craziest thing they did to get a quote/pic for the book?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

PASADENA HS



LAMBERT HE



ATLEE HS



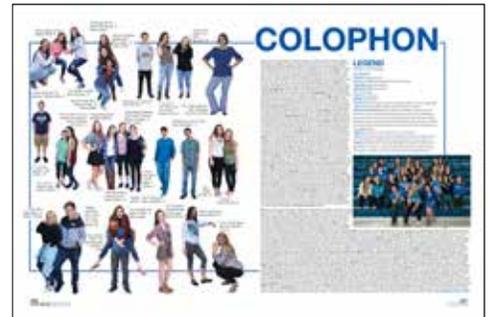
TEMPLE CITY HS



OXNARD HS



LEGEND HS



# CONTENT CREATOR

## 90 - DEAR CORONA

**TASK:** Find students for whom COVID-19 really interfered with their lives. Have them write a paragraph called “Dear Corona” about what they went through and what they expect to see when this is all over.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Folks, this week we’re going to talk to students who were really significantly impacted by COVID. You’re each responsible for finding one person; ask around and comb through social media. Did their family business close or did parents lose jobs? Did they miss out on a critical opportunity they’d been training for as an athlete or performer? Did they have to mourn someone via Zoom rather than in person? Did they have to welcome a sibling’s new baby without getting to meet them in person? Ask them for a photo of themselves, preferably something related to what they lost or missed out on. Ask if they’d be willing to write a first-person letter starting with “Dear Corona” to talk about their experience. Please upload pics to eDesign and tag as “Dear Corona”; keyword each photo with the person’s name. Send your text to [SUBMISSION METHOD HERE]. Let me know if you have any questions.”

**POSSIBLE TWISTS:** Letters are such a personal approach to take to a yearbook spread. Other twists on this include:

- Dear future me
- What I would say to myself on my first day of freshman year if I had it to do over again
- What would I say to the teacher who impacted me the most?
- What would I say to this high school as I leave?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

HARKER UPPER SCHOOL



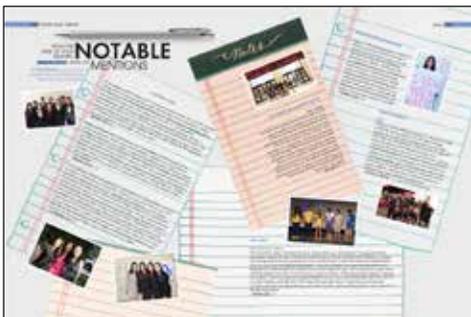
MOUNTAIN VIEW HS



PLEASANT GROVE HS



SAN MARINO HS



LANGLEY HS



ANTELOPE HS



# CONTENT CREATOR

## 91 - BY THE NUMBERS

**TASK:** Compile stats and facts about your school and community. For example, you could do a spread on the library and load it with interesting number-based information. How many books are in the library? What about eBooks? How many books do students check out each year? What's the most popular book? How many classes run on average each day in the libraries space? How many reams of paper are used at the copiers? What percentage of students use the library on a weekly basis?

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Hey everyone! This week for yearbook content, we are digging for data and statistics about our school community. Develop some key questions about [TOPIC GOES HERE] and then complete one poll/survey for your eventual factoid/mod as part of that larger spread on [TOPIC GOES HERE]. We want to cover as many details and voices as possible on this topic, so no twist or viewpoint is too small. Make sure you include a visual element (infographic, photo, pulled quote, etc). Get your idea approved by the editors before doing the investigative work!"

### POSSIBLE TWISTS:

- Brainstorm different types of visual design that can be done for this topic: maps, diagrams, how-to's, board games, split screens...get creative!
- Create a digital survey that is sent out once or twice a year to your student body. Cover a range of topics that will help you get some of the more challenging content for spreads in your book. Make sure the survey includes something for everyone in your student body by going beyond questions about classes, clubs, and sports.
- Improve your social media presence by engaging students with regular polls, surveys, and requests for submissions. Occasional contests and student recognition will help you build a great following, and it allows you to gather content remotely all year!
- Use visme.com to build SLEEK AND COOL infographics for your book!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LEXINGTON HS



LEGEND HS



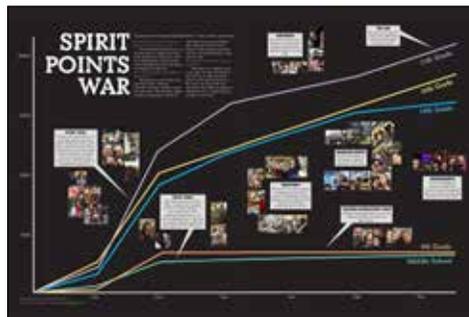
PALMER RIDGE HS



CHAPEL HILL CHAUNCY HALL



FLINTRIDGE PREP



ROCK RIDGE HS



# CONTENT CREATOR

## 92 - MUSICIANS FRONT DOOR PHOTO SHOOT

**TASK:** Have yearbook staffers take pictures of musicians holding their instruments. Stage the photos right in the frame of their front door.

**COMMUNICATION:** Copy and paste for your yearbook staff members: "Okay staffers. I need 5 of you to step up for this project. We need you each to arrange a "front door photo shoot" with 5 musicians from the school. Think band, orchestra, choir, and people who may play in outside-of-school bands. Travel to their homes at a mutually agreed upon time, and stage a photo right in the frame of their home or building's front door. You can use your smart phone for this; just please get their **whole body** from head to toe in the image, as well as the frame of the door itself. Ask them in advance to hold their instrument (or something that reflects music.) Finally, ask them how they've been able to continue their engagement with music in spite of COVID. Have they played with others at a distance? Rehearsed via Zoom? Given lessons? Talk to them about the impact of the pandemic and how what they've done to work around it. Record this so we can quote them! Any questions? Text me at [PHONE NUMBER HERE]."

**POSSIBLE TWISTS:** Other potential spread/mod ideas:

- Similar front door photo shoots will work with MANY groups in school - athletes & equipment, students wearing work uniforms, dancers in recital wear, students with backpacks they didn't get to use, etc...
- Not enough staffers to drive around and do this? Reach out to the band's director, the orchestra's director, etc... and ask if they could take screenshots of their musicians playing. Do they have videos? Get the URL and make a QR code.
- You could also ask parents to take this photo and to submit it to you, along with a first-person quote from their child about what they play, why they play it, and what music has looked like for them these past few months.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MOUNTAIN VIEW HS



CORNING PAINTED POST HS



TROY HS



SOUTH FORSYTH HS



SOUTH HILLS HS



SAN GABRIEL HS



# CONTENT CREATOR

## 93 - I'D BE LOST WITHOUT...

**TASK:** Find students who have strong attachment to a person, place, thing, or technology that they rely on.

**COMMUNICATION:** Copy and paste this email and send to a sampling of students & teachers.

“Hi folks! The yearbook staff wants to feature you! As you think about your day-to-day life, do you have a person, place, thing, or piece of tech that you really rely on...that you’d be rather lost without? This can range from a treasured heirloom to an App you live by to your BFF. Please reply and let us know, and we’ll go from there! Thanks so much for helping us out!”

### POSSIBLE TWISTS:

- Feature BFFs who’ve been together since early childhood.
- Feature the technology that virtually everyone uses on their phone these days.
- The best of my day is always...
- In a fire I’d save this one object:
- My most prized possession is (and why):
- An unpopular opinion I hold is...

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

LANGLEY HS



PLEASANT GROVE HS



CHRIST PRESBYTERIAN ACADEMY



TEXAS HS



TOBY JOHNSON MS



LEGEND HS



# CONTENT CREATOR

## 94 - FIRST DAY OF K, FIRST DAY OF 12

**TASK:** Collect photos from senior parents to show the seniors' first day of school compared to their last first day. High school seniors now have had most of their life photographed with digital cameras, so parents will likely be able to send photos from first day of kindergarten relatively easily. Do some pre-planning by asking seniors/senior parents to send in photos of their first day of kindergarten before school starts.

**COMMUNICATION:** Copy and paste for your senior class or senior parents:

"Hi seniors! The yearbook staff is looking to celebrate you as much as we can this year, and we would like to start out by celebrating the first day of your senior year. Please have your parent or guardian take a picture of you one the first official day. Be creative and use signs! Bonus: if you have your first day of kindergarten photo to share as well, we'd love to do a now and then. Please send all pictures to [\[ADVISER NAME\]](#) at [\[EMAIL ADDRESS HERE\]](#).

**POSSIBLE TWISTS:** Depending on how your school year plans to start, you can do a lot of "First Day" options.

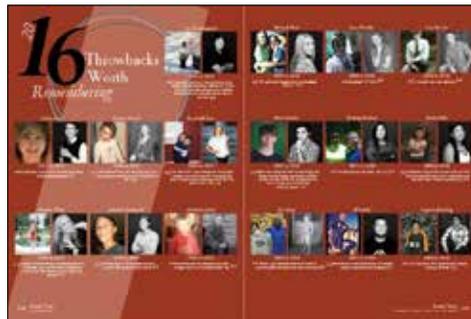
- Online vs In Person: have students take a photo to reflect which learning environment they have chosen.
- Freshman vs. Senior First Day: How are the two classes handling the first day?
- First Day Style: are masks required? Show off students' mask style.
- Teacher Feature: How this first day is different from any before.
- Are there any usual Friday Day traditions that are changed this year? What's happening in their place?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ROBINSON HS



CHESTATEE HS



LAKE CENTRAL HS



RICHMOND HILL HS



LAMBERT HS



PLEASANT GROVE HS



# CONTENT CREATOR

## 95 - TIK TOK GAME

**TASK:** Gather Tik Tok videos/viewing info from the summer months from a wide variety of our students that reflect both how popular the site is among our students, what trends were the most popular, and who among our students has any sort of Tik Tok following.

**COMMUNICATION:** Here's the assignment to share with your yearbook staff: "Hey staffers! This week we want to focus on how our school community uses TikTok. Please reach out to at least 10 people who you know are active on TikTok and ask if they have any posts they created and are willing to share with you for the yearbook. Then ask if they know other students you should also contact for more videos. Here's a quick list of trends to look/ask for:

- #challenge
- #slow-mo
- #music
- #cooking
- #memes
- #cosplay
- #dance
- #duets
- #twins
- #food

Please GET PERMISSION to use any video content you find while scrolling through TikTok or other platforms! When you have received permission, take a HIGH RESOLUTION screen shot of the posted video with the TikTok frame and upload to eDesign and tag with the Topic "TikTok." If you are able to get a copy of the actual video file, please share it [HERE ] Any questions? Text me [PHONE NUMBER HERE].

**POSSIBLE TWISTS:** As with all social media platforms, trends change very quickly. You may want to consider re-visiting this assignment each month or once a quarter to include the biggest trends over the course of the year. OR, ask for specific types of posts you could use on other content spreads in your yearbook.

- #sportschallenge posts to include on your sports pages
- #dancechallenge posts to include on your dance team pages
- #songs, #singing, #duets to include on your choir pages
- #food and #cooking on your electives pages

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

PARK VIEW HS



SUNNY HILLS HS



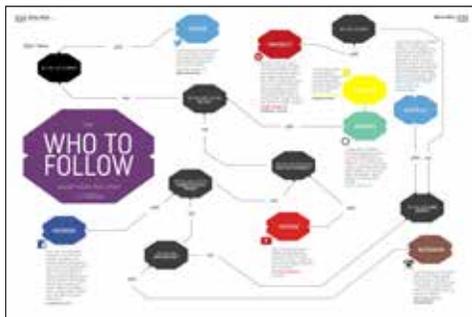
SAN MARINO HS



ANTELOPE HS



TEMPLE CITY HS



CHRIST PRESBYTERIAN ACADEMY



# CONTENT CREATOR

## 96 - PETS

**TASK:** Gather stories from a diverse sampling of our students and faculty with their pets.

**COMMUNICATION:** Copy and paste to email/text students or post to social media.

Copy and paste for your yearbook staff members: "Hey, everyone! This week for yearbook content, we are going to collect "Our Pets - Our Family," stories and images. Could everyone please find 10 posts or accumulate 10 story starters from around our community. If you find the story or image in a social media post, please get permission to use it and then take a high resolution screenshot of the post. Please upload to eDesign and tag with the Topic of "Pets." Any questions? Text me at [PHONE NUMBER HERE].

**POSSIBLE TWISTS:** There are tons of places to find these stories and lots of possible angles to take. Consider searching for and asking questions about the following:

- Family portraits/porch portraits
- Pets that are not dogs or cats
- Pets that do tricks
- Therapy pets
- Training your pet
- Traveling with pets
- Smallest to largest pets
- Pets other than cats & dogs

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

ROBINSON MS



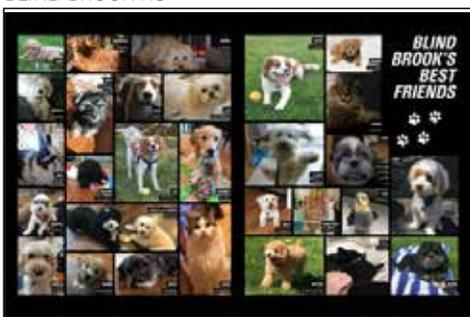
GABRIELINO HS



LEGEND HS



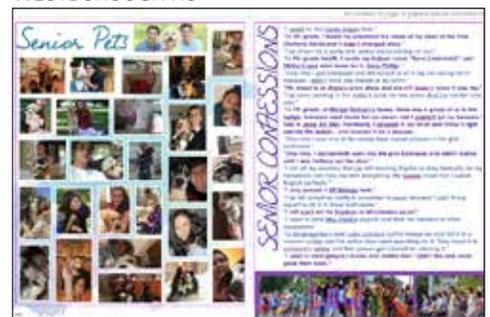
BLIND BROOK HS



THOMAS JEFFERSON HS



WESTBOROUGH HS



# CONTENT CREATOR

## 97 - FOOD WE COOKED

**TASK:** During the extra time at home, many people either learned to cook for the first time or they learned to cook more difficult things they'd never tackled before. Let's talk to our students who became bakers/chefs and get pics of their creations.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

"Hey guys! We're doing a spread on what we cooked during our time at home. I need everyone to comb social media to find pics of what people were cooking during COVID (get permission to take a screenshot of the food itself!) THEN find one person who would be good to talk to about this! What was their experience in the kitchen before this all happened? What did they learn? How did they learn? Any disasters or success stories? Let's see if we can get a picture or two of them in action - either cooking or with the finished product! Please upload to eDesign with the topic of "Cooking". Due date is [DATE HERE]."

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Did you become a regular watcher of any cooking shows? Which ones and why?
- Getting certain kinds of foods was tougher during quarantine. What did you have trouble getting? Did you trade supplies with anyone?
- Share your favorite recipe with us.
- Did you share any of your goods with anyone, or were they all for you?
- Tell us the weirdest thing you cooked during COVID.
- What's the most unusual ingredient you have in your kitchen and what's it for?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SUFFERN HS



FLINTRIDGE PREP



COOPER MS



COOPER MS



PLEASANT GROVE HS



JOHN CHAMPE HS



# CONTENT CREATOR

## 98 - TAKEAWAY, GROCERIES & CURBSIDE PICK UPS

**TASK:** People have radically changed their consumer habits. As they try to avoid too much contact with other people. Many families moved to grocery delivery services, takeaway dining only, and curbside pick ups for other products. Let's talk to people to see what their go-to moves were.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

"This week I want everyone to talk to 5 different people who haven't yet been in our book. Ask about their family habits during this time. Specific questions to ask:

- Did you go into grocery stores or use grocery delivery services? What services did you use, and what did you have to do to get those appointments?
- What food shortages did you encounter? Meat? Flour? Dairy?
- What restaurants did you rely on during this time? Who was great at Curbside Takeaway? Did you have a go-to meal that you had during this time? Tell us about it!
- What other kinds of shops did you avoid going in? Did they have Curbside Pickup?
- What shops DID you go in, and what precautions did you take? What precautions did the store take?

Ask for a selfie of the student you've talked to, and see if you can find social media posts from the businesses they're referring to (screenshots that show their pickup options, service option, safety precautions, etc...)

Upload to eDesign with the tag "Takeaway"

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Highlight local groceries and restaurants who did their best to stay operational during this time. What did they do? Do any students work there? Interview them.
- Compare online consumership to the in-person stuff: Do a side-by-side of the things that were obtained online reliably vs. through a local business.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LANGLEY HS



TEMPLE CITY HS



CORNING PAINTED POST



COOPER MS



MEAD HS



MCLEAN HS



# CONTENT CREATOR

## 99 - LAWN SIGNS & BANNERS IN YARDS

**TASK:** Communities saw a rise in lawn signs and banners as ways to celebrate their students, especially as group assemblies for award nights and usual events (like graduation) had to change. Get loads of pics of students with their signs.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey everyone! This week we need lots of pictures for a collage-based layout. We want pics of students with the celebratory lawn signs or banners at their homes. Look around town - and even the school. Who has stuff up in their yards? What are people celebrating via these signs? Ask for a picture of the student with their sign, and in a pinch drive up and just take a picture on your own even if the student can be in it. Upload pics to eDesign with the tag ‘Signs’.”

### POSSIBLE TWISTS:

- Think about the community at large. What signs do you see related to the school? Billboards? Signs on Main Street? Take pictures of anything posted to celebrate students.
- Comb social media. What are town orgs doing to celebrate the students, especially if normal celebrations just aren't able to happen?
- Have any faculty members done a parade through town? Get pics of their decorated cars, and get the URL to a video so you can create a QR code of this event.
- If school is open but modified, get pics of new signage that enforces new procedures that are in place.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

CORONA DEL SOL



TROY HS



MCLEAN HS



PLEASANT GROVE HS



SAN MARINO HS



TEMPLE CITY HS



# CONTENT CREATOR

## 100 - MY PLAYLIST

**TASK:** Nearly everyone listens to Spotify or something similar these days. Find out the songs that students are playing on repeat (get a diverse sampling of students!)

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey crew! We are doing a spread on the playlists of our students, and we need your help. I need each of you to find five students we can feature who we have not yet put in the yearbook. You need to ask them

- Their 5 most played songs and who sings them.
- The newest addition to their playlist.
- The song in their playlist they’re most embarrassed by.

Please get a picture of this student - can be a selfie! Upload all pics to eDesign with the topic “Playlist”. Please submit all text [\[SUBMISSION METHOD HERE\]](#). Deadline for this is [\[DEADLINE HERE\]](#). Reach out if you have any questions!”

**POSSIBLE TWISTS:** Specific angles to consider taking:

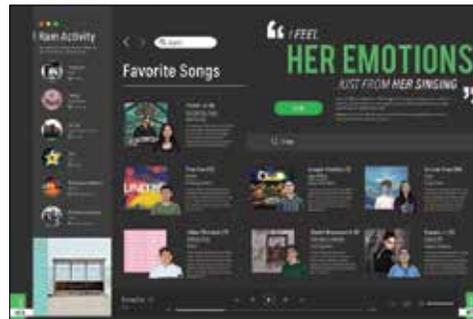
- Favorite song of all time.
- What is on teachers’ playlists?
- Song that is tied to a memory: What’s the song and what’s the memory?
- Song that makes me think of summer.
- Song that makes me think of high school.
- Favorite song lyric of all time.
- Singer/band I listen to reliably and why.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

LEXINGTON HS



TEMPLE CITY HS



SUFFERN HS



LAKE CENTRAL HS



WATERFORD KETTERING



OXNARD HS



# CONTENT CREATOR

## 101 - LEARNING TO DRIVE

**TASK:** Learning to drive and getting your license is a big deal for many students. Let's find out how COVID changed the process and get pics of our newest licensed drivers.

**COMMUNICATION:** Copy and paste for seniors/juniors depending on age in your state:

"Dear Juniors, Traditionally, many of you would have gotten your permits and drivers licenses last year. The yearbook staff is looking to see how the COVID guidelines and restrictions have limited your ability to reach this milestone. If you could respond to the survey linked below to help us get a better understanding of your plans, that would be fantastic!"

- Survey Questions: First Name, Last Name, Did you have your license before the shut down? If no, did you spend time learning to drive over the shut down? Were there challenges at the DMV to getting your license? Have you put the whole process off for now? Why?

**COMMUNICATION:** Copy and paste for sophomores/juniors depending on age in your state:

"Dear Sophomores, Getting your permit and learning to drive has always been a key milestone during your sophomore year of high school. This year, we are looking to see how the COVID guidelines and restrictions are limiting your ability to get a learner's permit or driver's license. If you could respond to the survey linked below to help us get a better understanding of your plans, that would be fantastic!"

- Survey Questions: First Name, Last Name, Do you already have your permit? If yes, how are you practicing? If no, are you planning to get it? Are you able to get your license or are there restrictions in the DMV?

**POSSIBLE TWISTS:** The more data you collect, the more you can do.

- Consider breaking the content up into a sophomore and a junior portrait section feature.
- Make info graphics using the data you collect (send the survey more than once if needed!)
- Based on the survey results, reach out to specific students for their personal account and photos. NEVER publish a photo of a student's driver's license without covering the personal data.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

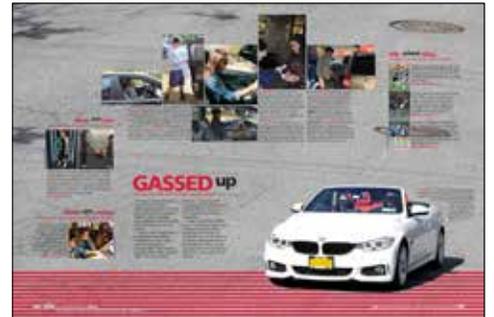
STAPLES HS



PELHAM MEMORIAL HS



PELHAM HS



TEMPLE CITY HS



MARSHALL HS



MIDDLESEX MS



# CONTENT CREATOR

## 102 - TRAVEL

**TASK:** Travel plans have had to be changed and/or canceled due to Covid restrictions. But many families are still very creative and found ways to get away from home for a little break. Interview students who travelled over the summer or winter break.

**COMMUNICATION:** Send this email to all parents in the school (or have the principal put it in the newsletter): "Hi Parents! The yearbook is looking for students who traveled to fun or interesting places this summer or on holiday breaks. Please upload pictures of your student to our eShare site ([www.hjeshare.com](http://www.hjeshare.com)) using code [ESHARE CODE HERE] and we'll follow up to ask you or your child about the trip. Thanks for helping us feature your family in the yearbook! And remember, but your yearbook if you haven't yet done so. Simply go to [www.YearbookOrderCenter.com](http://www.YearbookOrderCenter.com) & enter [JOB NUMBER HERE]."

**POSSIBLE TWISTS:** There are so many ways that you can create this spread, from featured angles to making a large collage. Ideas:

- Pair up the students who traveled the least and the most distance
- Highlight students who went hiking/camping next to the students who went to cities and stayed in hotels
- Anatomy of a suitcase—list the items that students brought on a trip. Maybe include an infographic and compare the differences between how different students pack.
- Sidebar on "Worst Travel Stories."
- Survey on driving vs. flying
- Travel in the time of COVID - how did that impact things?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

CORAL GABLES HS



ROBINSON HS



POTOMAC FALLS HS



MILL VALLEY HS



TEMPLE CITY HS



CHRIST PRESBYTERIAN ACADEMY



# CONTENT CREATOR

## 103 - STAYCATION

**TASK:** Collect photos and stories from students who vacationed within the confines of our state.

**COMMUNICATION:** Copy and paste to send to students or post to social media.

“Did you vacation in our state this year? Did you vacation with your family or friends? Did you camp in our state (including in your own backyard?) We would like to hear your story and feature your staycation in our yearbook. We appreciate any information or photos you can share with us. Please share photos through [\[SUBMISSION METHOD HERE\]](#). You may communicate with us directly via [\[EMAIL ADDRESS HERE\]](#). Thank you in advance! The Yearbook Staff”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Local Hotels for a Staycation
- Camping in Our State
- Favorite Activities During a Staycation
- Contrast vacation plans that were cancelled vs. what people actually ended up doing

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MCLEAN HS



ARVADA HS



CHRIST PRESBYTERIAN HS



ROBINSON MS



SMOKY HILL HS



SOUTH FORSYTH HS



# CONTENT CREATOR

## 104 - TRENDS OF LIFE AT HOME

**TASK:** Poll students on the things they relied on most during the time of stay-at-home orders and distance learning. This will likely range from Netflix to sweatpants to sitting with their pet.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“This week, we’re going to establish the “must have” items for the extended time at home we experienced during remote learning and stay-at-home orders. We will come up with the “Top 21” at home items and we’ll then get photos of students using these items whenever possible. We can include a few cut outs of objects, and in a pinch we can use high res screenshots from social media with permission. Let’s come up with this list together as a group and then we’ll divide who is going to get what!”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Distance learning/stay-at-home trends from A-Z
- Ask 40 students what they couldn’t do without during this time.
- Zoom/Google Meet trends - consider categories like “Zoom hair” and virtual backgrounds and remote-learning wardrobe trends.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

MCLEAN HS



MILL VALLEY



WALNUT CAYUSE



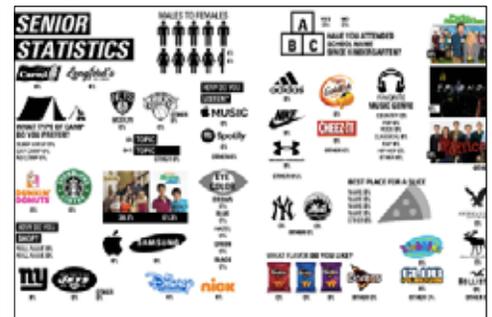
COOPER MS



CHAPEL HILL CHAUNCY HALL



SUFFERN HS



# CONTENT CREATOR

## 105 - THROWBACK PICS

**TASK:** Reach out to parents and ask them to share throwback photos of their senior. You can do an all-call, or you can specify that you'd love their kindergarten school photo, a pic of them in an activity when they were younger, etc... **TIP:** Do not send this until AFTER you have sold your parent ads - you don't want free inclusion of a younger photo of their child to erode your necessary ad sales!

**COMMUNICATION:** Copy and paste this email to senior parents:

"Hi senior parents! We're hard at work on your senior's yearbook, and we need your help. We'd love to feature photos of our seniors from their younger years. Could you please send us one image only of your senior as a kindergartener? We are specifically interested in a picture from their first day of school or their first school portrait. Please simply [\[SUBMISSION METHOD HERE\]](#), and don't forget to buy your yearbook (go to [www.YearbookOrderCenter.com](http://www.YearbookOrderCenter.com) and enter code [\[JOB NUMBER HERE\]](#). Thanks in advance for your help!"

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Pictures of athletes playing their chosen sport as children.
- Pictures of high school kids who played together as children.
- Pictures of students learning an instrument when they were little.
- Pics of kids riding the bus when they were little.
- Pics of field trips they took in elementary school years.
- Funniest/worst school portraits from elementary years.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

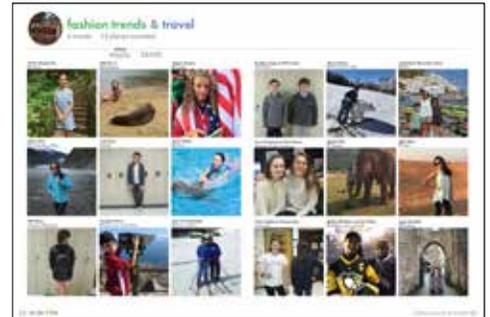
SAN MARINO HS



LEXINGTON HS



MIDDLESEX MS



SAN MARINO HS



ACTON BOXBOROUGH HS



DIAMOND MS



# CONTENT CREATOR

## 106 - TIMELINES OF SCHOOL LIFE

**TASK:** Choose a month (or two!) and gather content that represents the moments from that month for your school community. This is less quote based and more photo, date, and brief caption based.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“October is a busy month for our school, and we’re going to represent the many things that happen by building an October timeline of events in the book. [NAME HERE] will develop the list of things we can include; source this by looking through school announcements, website, admin Twitter, Insta, etc... Everyone can help by grabbing one thing from the list and finding a photo of it and writing one single sentence summarizing it. Please [SUBMISSION METHOD HERE] give us the photo, sentence, and the date it happened by [DEADLINE HERE].”

**POSSIBLE TWISTS:** Time is an awesome construct for various yearbook spreads. Consider

- A day in the life of one particular desk at school
- A timeline of fall semester
- A timeline of 21 highlights from the month/semester/year
- A day in the life of the front office
- A timeline of Spirit Week events/outfits
- Profile multiple students by doing “a day in the life”
- How students would choose to spend “one perfect hour”
- One minute in the life of the school’s front door in the morning.
- What happens in the minutes between classes as the halls fill up and students move?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

ROCK RIDGE HS



COOPER MS



POWELL MS



MESQUITE HS



FLINTRIDGE PREP



MILL VALLEY HS



# CONTENT CREATOR

## 107 - NEW SCHOOL TRADITIONS

**TASK:** COVID forced schools to quickly find new ways to do things that had been traditionally done a certain way, from graduations to awards ceremonies to first days of school. Spotlight events that still exist but in a new format, and highlight changes that have been really awesome through all of it.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Let’s talk about things that the school had to do in new ways this year, and let’s compare them to the old. For instance, our last graduation was a parade of cars down Main Street. How did people feel about that compared to the usual graduation? Do we hope it’s a tradition that continues? What are some other examples of old events being done in new ways? Let’s come up with a list, and then we need to source pictures of the events themselves AND each person needs to interview one person about an event. Please upload pics to eDesign and tag them as “Traditions.” [\[SUBMISSION METHOD HERE\]](#).”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Who were the planners of these changed events? What process did they have to go through to get these events approved? What happened behind-the-scenes that we would never know?
- What are some traditions at school that can continue as they are? Are there any that the school should revisit with ways to update and improve?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

OSCEOLA COUNTY SCHOOL FOR THE ARTS



CORONA DEL SOL



MOUNTAIN VIEW HS



LAMBERT HS



SAN GABRIEL HS



SUNNY HILLS HS



# CONTENT CREATOR

## 108 - DATING

**TASK:** Create a spread/mod about dating during the pandemic. Is it possible? Show ways students were successful, funny, or utter failures with dating.

**COMMUNICATION:** Copy and paste for staff member(s) assigned this topic.

Hey [NAME HERE]! Your yearbook assignment for (this week, period) is to:

1. Use social media, email and/or Survey Monkey to ask questions regarding dating during the pandemic.
2. Questionnaire should ask questions to get quotes and detailed information. For example, how did you get creative while dating during the pandemic? How did you social distance while dating?
3. Ask how people have met the person they're dating? From school? Online? Via friends? An app?
4. Seek out a varied group showing a diverse way of dating.
5. Upload pics to eDesign under the topic of "Dating"; keyword with the person's name.

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Did social media play a huge part in your dating?
- Show examples of creative dating using text, facetime, zoom, phone.
- Were there break ups or "Put on Hold" situations and how did the couple deal with it?
- Show pictures of "dates." Maybe someone outside and someone inside while talking?
- How did you start dating during the pandemic – show stories of new relationships and how they made it work.
- Hot Spots in the community for dates to take place.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MARSHALL HS



RICHMOND HILL HS



LEWIS PALMER HS



LEWIS PALMER HS



SANTA PAULA HS



GABRIELINOS HS



# CONTENT CREATOR

## 109 - BOREDOM BUSTERS

**TASK:** Find out how people spent the extra time they had this year, especially when we were under stay-at-home orders.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey crew! This week we’re going to find out how students spend their freetime, especially when we were under stay-at-home orders. Everyone needs to find 5 people outside of your immediate friend network, and talk to them about what they did when they got bored. Consider asking them these questions:

- What was your favorite activity during stay-at-home orders?
- What did you do to do escape all of the screentime?
- What was your favorite show to watch? Game to play? Movie you saw? Book you read?

Ask your subjects if they have any photos of them doing their stated activity. If not, either arrange to take a picture of them or ask them to have a family member take one for you (bonus points if they are doing the activity or holding an object affiliated with it.) Please upload all pics to eDesign with the topic of “Boredom” and give each photo a keyword with the subject’s name. Submit all of their text [SUBMISSION METHOD HERE]. Your deadline is [DEADLINE HERE]. Seek me out if you have any questions!

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Base a poll around how many hours people spend doing certain things each day.
- Create categories of how people fought boredom and do mods on each (getting outdoors, reading, watching, writing, learning something new, etc...)

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

SMOKY HILL HS



MESQUITE HS



TRUMBULL HS



MEAD HS



SMOKY HILL HS



VALHALLA HS



# CONTENT CREATOR

## 110 - SELFIES

**TASK:** Ask the student body to send you selfies. You can narrow the focus by asking for selfies in their rooms, selfies with a book they're reading, with a Snapchat filter, etc... - Or you can just issue an all call for any selfie they'd like to send.

**COMMUNICATION:** Copy and paste for chosen student body members:

"Hey everyone! The yearbook staff would like to feature you in the book, but we need your help more than ever to make that happen since we can't take as many photos as we would in a normal year. Helping us is EASY! Please take a selfie from home and send it to us via [\[SUBMISSION METHOD HERE\]](#). We'll be reaching out multiple times this year for other requests, and we thank you so much in advance for taking a minute to help us by responding. It's your yearbook - and we want it to be the best for you! Thanks!"

### POSSIBLE TWISTS:

- Use as a collage-based spread
- Use as their photos for mod content/quotes you may get from them throughout the year
- Selfies with different contexts:

Wearing masks  
With pets  
Reading book  
In their bedroom

Proudest online look  
Quarantine hair  
First day of school  
Fave snapchat filter

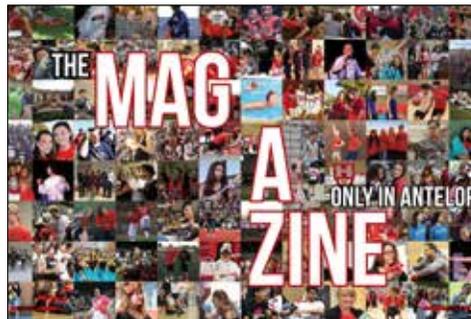
With first friend they can hug  
With family member  
At work  
With fave teacher

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

LEGEND HS



ANTELOPE HS



ACTON BOXBOROUGH HS



SANTA PAULA HS



WILLISTON NORTHAMPTON SCHOOL



DIAMOND MS



# CONTENT CREATOR

## 111 - REMEMBER ME AS

**TASK:** Make a list of seniors who haven't yet been featured in the book (aside from their portrait.) Reach out to them specifically and ask the one word they think people in high school will remember them as or by.

**COMMUNICATION:** Copy and paste for your selected seniors:

"Hi seniors! The yearbook staff is hard at work on your senior yearbook, and we want to feature you in it! Our question for you is short but may require a bit of reflection on your part. As you get ready to leave the school, what's the one word you think that will come to mind when people think of you? Tell us what that is and why. Please just email us back and we'll go from there. Thanks so much for helping us get you in this book!"

**POSSIBLE TWISTS:** There are limitless questions you could pose to your seniors that have them reflect a bit on their time.

- Favorite moment of high school for me was...
- Best class I took was...and why?
- If I had it to do all over again I would...
- My piece of advice to freshmen now would be...
- How have I changed in my four years of high school?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SAN GABRIEL HS



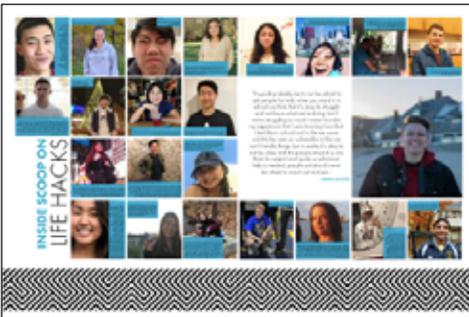
BASHA HS



TEXAS HS



LEXINGTON HS



ANTELOPE HS



PLEASANT GROVE HS



# CONTENT CREATOR

## 112 - 10 THINGS EVERYONE FROM HERE MUST DO

**TASK:** Every town and every school has \*the things\* everyone needs to do before they graduate or leave town. Cover these traditions and your community at large by making the list of the 10 things everyone must experience before they leave the high school.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Hey crew! We are going to do a feature on the 10 things everyone needs to experience before they graduate and/or leave [TOWN NAME HERE]. I need you to informally poll people of all grades to find the common answers to what should be on that list. Answers could range from taking Driver’s Ed with Coach to shopping at the Farmer’s Market on Thursday to eating fried clams at Harry’s to getting stuck in the last stall of the third floor bathroom. Form this list, get pictures of students doing these very things, and get a quote from each person about WHY this is such a “thing”. Upload content to eDesign under [TOPIC HERE].”

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Focus specifically on rites of passage for the high school.
- Focus specifically on locations in your town.
- 10 urban legends of the school/town
- 10 moments that made the year
- 10 cliches of high school that are true

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

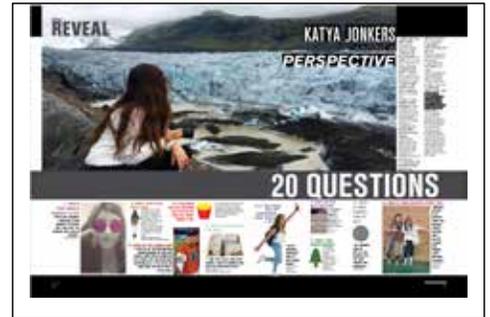
CORONA DEL SOL HS



MUNSTER HS



MCLEAN HS



TEXAS HS



WALNUT CAYUSE HS



TEMPLE CITY HS



# CONTENT CREATOR

## 113 - FAMILY HANGOUTS

**TASK:** Interview students who would like to be featured in the yearbook. Ask each student the following questions (Have the students sign off on their family tradition before submitting the page to the plant):

**COMMUNICATION:** Copy and paste for your yearbook staff members: "For the next two weeks we will be interviewing student to highlight their family traditions, especially in light of all of the time we've had at home recently. We need each yearbook staff member to interview five students. Please upload the photo to eDesign and tag, "Family Tradition"; keyword the pics with the person's name. Questions? Text me at [PHONE HERE].

- Favorite family event during COVID-19?
- Family game night- What is your favorite game? Why?
- Family outdoor time. Where do you go? What do you do?
- Family garden – Flower or vegetables or both?
- What is your favorite family snack? Share recipe
- Birthday traditions?
- Family Movie Night – Favorite family movie?
- Non COVID time favorite family tradition?
- Take a candid picture of the student after the interview

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Do you have an older sibling who graduated? How did your family make it special? Any other family events that you had to handle in other ways?
- Did you go on vacation? Where? Or did you do a stay home?
- Did your parents grow up in this community? What were their favorite things to do compared to yours?
- What were the businesses you supported during COVID?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

BRIGHTON HS



FLINTRIDGE PREP



LAMBERT HS



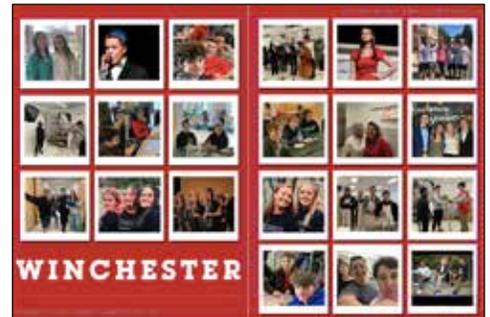
WELLESLEY COLLEGE



COOPER MS



WINCHESTER HS



# CONTENT CREATOR

## 114 - STRUGGLES AND JOYS OF THIS TIME

**TASK:** Gather lots of answers from a wide variety of students about what made them happiest during this year and what they struggled with the most.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“I need each of you to find 10 students - preferably people we’ve not yet featured in the book. We want a diverse representation of our student body, so seek out people who aren’t part of your immediate circle. Ask them two questions, and get a personality picture of them. This could be a selfie, or it could be a picture you take of them (if you take it, please try to get their full body in the picture!)

Question 1: What was your greatest source of happiness during this crazy time?

Question 2: What was hardest for you during this time?

When you’ve gotten 10 worthy responses, please upload the pictures to eDesign and tag them with the topic of “StrugglesJoys” and give each a keyword of the person’s name. Please send your text [SUBMISSION METHOD HERE].”

**POSSIBLE TWISTS:** Consider any topics that present a yin and yang:

- What made you cheer? What made you boo?
- What made you laugh? What made you cry?
- What made you want to get out of bed? What made you want to collapse in bed?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

SOUTH HILLS HS



TEMPLE CITY HS



PLEASANT GROVE HS



WALNUT CAYUSE HS



MILL VALLEY HS



CHRIST PRESBYTERIAN ACADEMY



# CONTENT CREATOR

## 115 - IMPROVEMENTS BEFORE & AFTERS

**TASK:** Find students who finished DIY projects during their time at home. Make sure to get before and after photos from the students.

**COMMUNICATION:** Copy and paste for your yearbook staff members:

“Our extended time in quarantine allowed students and their families to use the time to complete projects around their homes. Our goal this week is to collect stories and corresponding before and after pictures of these projects. Please find at least two students and get the details of their project. Ask for pictures and upload them to eDesign for the topic [TOPIC HERE].”

**POSSIBLE TWISTS:** The project doesn't necessarily always have to be a home improvement project!

Consider these other options:

- At home hairstyles/hair color
- Starting/Revamping your YouTube Channel
- Building your first gaming computer
- Focusing on health, diet, exercise
- Finally doing something you'd been procrastinating on

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MEAD HS



TEMPLE CITY HS



ANTELOPE HS



COOPER MS



ROCK RIDGE HS



ROCK RIDGE HS



# CONTENT CREATOR

## 116 - UNSUNG HEROES

**TASK:** Brainstorm as a staff people who help the school in so many ways that often go unseen or uncelebrated. Contact them to do a profile on them, and get a quote from someone talking about the impact they make through the work they do. Think about custodians, cafeteria staff, bus drivers, administrative staff, therapy animals, aides, etc...

**COMMUNICATION:** Copy and paste this and send to each person you'd like to feature:

"Hi [NAME HERE]! The yearbook staff is featuring "Unsung Heroes" in the yearbook, and we'd like to include you as part of this! Could you please answer a few questions for us?"

- Name
- Position
- How long have you worked here?
- Could you tell us some of the typical things you have to do in the course of a day?
- What's your favorite part of the job?
- If you didn't do this, what else do you think you'd be doing in life?

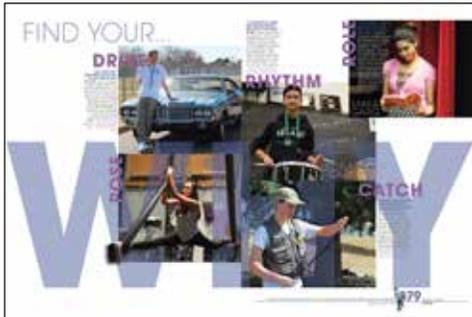
If you could respond to this email, we'd really appreciate it (and we'll also arrange for one of our staffers to take a photo of you at that point in time. Thanks so much!"

### POSSIBLE TWISTS:

- Ask students which of their fellow students are unsung heroes in their own rights.
- Interview students about the person they consider to be their mentor.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

SMOKY HILL HS



LAKE CENTRAL HS



PLEASANT GROVE HS



MIRMAN SCHOOL



LEWIS PALMER HS



MOUNTAIN VIEW HS



# CONTENT CREATOR

## 117 - SECRET TALENTS

**TASK:** Students have all kinds of talents. From traditional ones like dancing, singing, or art to more uncommon ones like being double jointed or learning fencing, students have skills to share. Start by sending out a general campus survey to see if there are students with talents they would be willing to share and then follow up with individual interviews.

**COMMUNICATION:** Copy and paste for your entire student body. Include a link to a Survey Monkey or Google survey.

“Dear students, The yearbook staff is looking to get to know you better! We want to know what secret talents you have. Do you have a YouTube channel? Are you on a synchronized swimming team? Have you built your own axe throwing course? Take a moment to fill out the survey in the link. We’ll compile the results and reach out for more information and photos.”

- In the survey, just have four fields: Student First Name, Last Name, Grade, Talent in a few words.

**POSSIBLE TWISTS:** The more survey responders you get, the more you can do. Consider sending a follow up survey if response rates are low. You could even send to some parents to help get a feel for which students to reach out to directly.

- Categorize talents: Categorize talents into areas such as artistic, social media, sporty, etc. You can spread these features out onto multiple pages in the book that way.
- Teacher Secret Talents: don’t forget to send a survey out to staff and find out about their talents.
- Shut Down Talent: Did you learn talent while in shut down? How did you use YouTube or another online source to train?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

SUFFERN HS



POWELL MS



LANGLEY HS



TEXAS HS



MESQUITE HS



POWELL MS



# CONTENT CREATOR

## 118 - STUDENT GOVERNMENT

**TASK:** Interview members of student government to learn about their unique experiences this year.

**COMMUNICATION:** Copy and paste for your staff members.

“Hey staff! This week’s assignment is to interview leadership/student government students and officers. Please email me the name of one student you will interview so I can approve. Ask them the following questions: What is required of you? What have you done in student government that no one knows about? Create a Google Doc with your responses to turn in. Additionally, please get a photo of this student and upload to eDesign with the topic Student Government.”

**POSSIBLE TWISTS:** Student government is responsible for many student experiences and activities, many of which may be cancelled or rescheduled. Consider a different angle on your coverage of student government by asking the following questions:

- What plans had to change due to COVID?
- How did you hold meetings and what was it like?
- How did your role in student government change this year?
- What were the biggest successes you experienced?
- What were the biggest challenges you faced in student government?
- If you are returning next year, what are you most looking forward to?

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it’s all up to you!

PELHAM MEMORIAL HS



ANTELOPE HS



POTOMAC FALLS



MIRMAN SCHOOL



MADISON HS



SIERRA MS



# CONTENT CREATOR

## 119 - ENGLISH TEACHER OUTREACH - CAPTION ASSIGNMENT

**TASK:** Reach out to the English department head and ask if they'd consider a department-wide assignment for all grades that involves documenting this time in our lives. This could potentially result in content for multiple topics/spreads in your book.

**COMMUNICATION:** Copy and paste this email for the English department head.

"Hey [TEACHER NAME HERE]! As you know, I work on the school's yearbook, and as you can imagine, this year is going to be the ultimate yearbook challenge for us to get the content we need for our pages. We are committed to recording this unusual period in our school's history, and we have an idea that we think would be good for us and good for English classes. Here's what we have in mind:

Would you consider a department-wide assignment at some point this fall that asks students to be help tell the story of the pandemic? The remote-based assignment is simple: Ask them to take/submit a picture that represents this time in their life and compose two-sentence caption about photo. Sentence 1 (present tense) tells the who, what, when, where of the photo, and Sentence 2 is a first-person quote that tells the why of the photo. Ideally, a parent will take this image so that it features the student. It could show them working on an at-home project, a screenshot of a remote class (if you allow that), hanging out with friends 6-ft apart, etc... All of these images of present life will be the artifacts of this time, and their captions will tell the story of this time. Please let me know your thoughts/ideas. We'd be so grateful to partner with you in this way! Just reach back out by email and we'll go from there. Thank you!"

### POSSIBLE TWISTS:

- Reach out to individual English/journalism teachers if you don't get a response to this.

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

GROTON DUNSTABLE HS



FLINTRIDGE PREP



ROBINSON MS



MIDDLESEX MS



BRIGHTON HS



LONGMONT HS



# CONTENT CREATOR

## 120 - WORDS & STATS PART 1

**TASK:** When you need a filler spread or a Plan B when an event is abruptly cancel, you can pivot to a text-based spread that's still interesting AND that gets lots more kids in the book.

**COMMUNICATION:** Send out a Google survey to all students with some of the following questions:

- Favorite HS memory
- Quotes to live by
- Songs with extra meaning
- Thanks you want to say to someone
- My six word memoir
- Haiku about your high school experience

**POSSIBLE TWISTS:** Specific angles to consider taking:

- Seek out cool stats about the school and student body, like how many transcripts the counseling office sends out each year, how many languages the students speak, etc...
- Do a wide range of polls and create cool infographics using visme.com
- See #121 for more ideas!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

CORONA DEL SOL



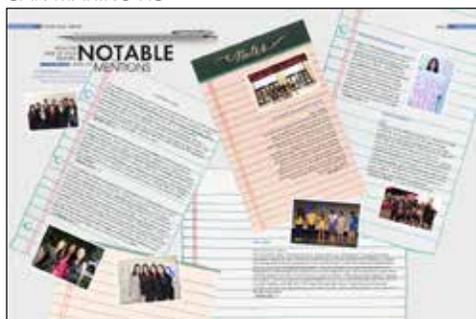
CORONA DEL SOL



CORONA DEL SOL



SAN MARINO HS



TEMPLE CITY HS



JAMES MADISON HS



# CONTENT CREATOR

## 121 - WORDS & STATS PART 2

**TASK:** When you need a filler spread or a Plan B when an event is abruptly cancel, you can pivot to a text-based spread that's still interesting AND that gets lots more kids in the book.

**COMMUNICATION:** Send out a Google survey to all students with some of the following questions:

- Something that's made you laugh this year:
- Your catchphrase:
- Your high school career in 5 words or less:
- What's on your bucketlist?
- Fill in the blank: I Am \_\_\_\_\_
- I am most passionate about:

**POSSIBLE TWISTS:** Specific angles to consider taking:

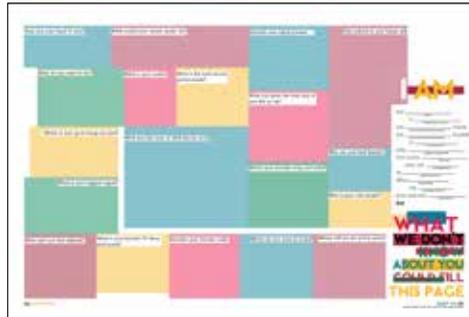
- Seek out cool stats about the school and student body, like how many transcripts the counseling office sends out each year, how many languages the students speak, etc...
- Do a wide range of polls and create cool infographics using visme.com
- Consider a spread where students themselves would write in their own answers.
- Your school themed madlib
- See # 120 for more ideas!

**INSPIRED DESIGNS:** Take a look at these awesome layouts from the Herff Jones family that could work for this kind of topic! Recreate, modify, or let your creative brain lead you to something entirely new - whatever you choose, it's all up to you!

MUNSTER HS



MARSHALL HS



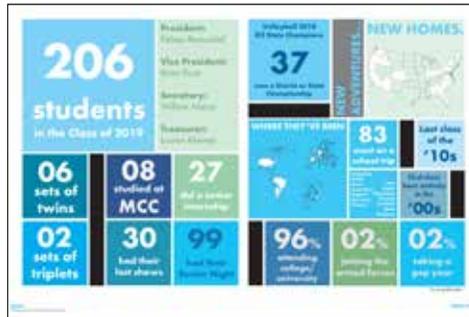
LEXINGTON HS



ROBINSON HS



GROTON DUNSTABLE HS



CHRIST PRESBYTERIAN ACADEMY

