

INNOVATE YOUR LADDER

EXPLORE NEW WAYS TO ORGANIZE PAGES FOR FLEXIBILITY & FUN

We don't know how the year is going to shape up. Will clubs or sports be canceled? What about musicals and concerts? You can tame the crazy with the dynamic duo of **PLAN B TOPICS** and **INNOVATIVE SECTIONS**, which allow Plan B topics to go *anywhere* in the book. Rather than being trapped by standard sections, you'll be free to be flexible and to have fun!

To learn more about using Plan B Topics and Thematic Sections, watch ["The Power of the Pivot."](#)

YOU NEED FLEXIBILITY WITH YOUR LADDER.

You need to bring certainty and control to your ladder despite an uncertain year due to factors out of your control. You can do that by utilizing the dynamic duo of innovative section planning and Plan B topics.

"Wait. Hold up. What is a Plan B topic?"

Great question! The Plan B Topic is what you'll put on the page if the event, club or sport that was planned for that page gets canceled.

- Plan A topic — what you would normally put on the pages (include all events, clubs, sports as if it were a normal year so that you have a spot for everything in case nothing is canceled)
- Plan B topic — an alternate topic you can put on the page if it's canceled

PAGE #	PLAN A	PLAN B
22-23	Fall Musical	Favorite Musicals
24-25	Fall Concert	Midnight Snacks
26-27	Trunk or Treat	Throwback Halloween
28-29	Marching Band	Studying with Pets

IDEAS FOR PLAN B TOPICS – 121 CONTENT CREATORS

We've created 121 ideas to help you! They include questions and Google Form templates ready for you to customize and send out to your community to receive photos and answers back! The guide is 122 pages long. You may access these resources via [Google Drive](#), or you may ask your yearbook rep for guidance.

CONTENT CREATORS
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CONTENT CREATOR
51 – QUARANTINE HAIR

TASK: Physical appearance became something people had to worry about less during stay-at-home orders. Beyond the safety mask and disinfectant people cut their own hair while those who were better decided to do something drastic. Like a stay cut or cool color. Let's ask for pictures of what people did from the mask up during quarantine!

COMMUNICATION: Copy and paste for your staff members!

- Consider before B offers for your layout
- Did any of the students become the stylist in their house? Plus of their world!
- Spooling of mask up, let's ask how much money people would usually spend on makeup a month vs. what they spend during COVID.
- Include teachers B address on trail
- Not on social hair during the pandemic.

INSPIRED DESIGN: Take a look at these awesome layouts from the Herff Jones family that could work for this kind of layout. Modify or let your creative team lead you for something entirely new - whatever you choose, it's all up to you!

THREE OPTIONS FOR ORGANIZING YOUR YEARBOOK

- 1. MAINTAIN TRADITION / STANDARD SECTIONS** — Pages are grouped so that sports pages go in the sports section, clubs pages in the clubs section, etc.

Reasons this approach will not be optimal for 2021 — If sports, clubs and events get canceled, you would have pages that are "trapped" in sections. Plus, that would limit the variety of Plan B topics you could use to fill that hole in your ladder. For example, if basketball were to be canceled, you would need to find a sports-related topic to go on those page if that spread is in the sports section.

- 2. RANDOMIZE IT! / THEMATIC SECTIONS** — Pages are randomized among thematic sections and sprinkled throughout rather than grouped together.

How it Maintains Tradition — You keep sections with dividers in your book.
How it Breaks Tradition — The dividers have theme language that are fun spins on the theme but are NOT related to student life, academics, etc. Also, the thematic section titles do not logically group the pages. Below are examples from South Forsyth HS in Cumming, GA. [Click here see more.](#)



2019 – FOUR THEMATIC SECTIONS



2020 – TWO THEMATIC SECTIONS

- 3. MIX IT UP! / NO SECTIONS** — This is a hybrid of the two. You move traditional dividers to the FRONT of the book to create an extended opening. Then, the rest of the book is randomized, not grouped into sections at all. This gives loads of flexibility for using Plan B topics if something gets canceled.

How it Breaks from Tradition — No sections. No dividers.

How it Maintains Tradition — The thematic language on the extended opening can be related to student life, sports, clubs, academics etc. as you have done in the past with traditional sections. Also, you can color-code these so that all sports pages are accented with orange, all clubs pages are accented with blue, etc. Check out the examples from Lexington High School in Lexington, MA. [Click here to see them up close.](#)



They moved the dividers to the front of the book and transformed them into an extended opening.

The content pages are scattered throughout the book, not grouped into sections, and the spreads are color-coded to help the reader connect the spread to its "divider" in the opening.

2021 IS THE PERFECT YEAR TO INNOVATE YOUR LADDER!

What better year is there for implementing thematic sections than a year where nearly everything about school life is unpredictable, unexpected, and topsy-turvy?

It would make perfect sense for the topics of your book to be in an unexpected order, too! Not only can it capture the feeling of this year and enhance your theme, it can also give you the much needed FLEXIBILITY for using Plan B topics to replace any sports, clubs or events that get canceled! You need that flexibility to thrive this year, and it can be really fun!

IDEA STARTERS FOR THEMATIC SECTIONS

Below are tons of ideas to use them as is or as springboards.

Keep this key factor in mind — *Thematic sections are playful and off the wall!* The key is to let them be fun spins on your theme — not logical ways to group page topics.

Thematic sections defy logic! It's hard to let yourself do that, but remember it gives you flexibility and fun. *Don't stress about trying to make thematic section titles that logically organize your pages. It's mixed-up and random on purpose!*

Some theme ideas below have covers and layouts already designed. Talk to your rep about your ideas, and they may be able to contribute cover and page design ideas that already exist.

THEME – Topsy Turvy
THEMATIC SECTION IDEAS:
Mix it Up
Inside Out
Upside Down
Right Side Up

THEME – US
THEMATIC SECTION IDEAS:
Marvelous
Studious
Curious
Wondrous
Fabulous

THEME – More to the Story:
THEMATIC SECTION IDEAS:
Yes, and
But also . . .
In addition —
And then!
Don't forget*

THEME – We've Totally Got This!
THEMATIC SECTION IDEAS:
We've grown closer
Totally together
Got grit
This is our time

THEME – Won't Settle for Less!
THEMATIC SECTION IDEAS:
No second best
Don't let it rest
Never would have guessed
Add a little zest
Ignore the mess

THEME – I
THEMATIC SECTION IDEAS:
.
!
-
?
@
"
&

THEME – Now and Later
THEMATIC SECTION IDEAS:
That was then.
This is now.
See ya later!

THEME – Zoom
THEMATIC SECTION IDEAS:
Zoom in.
Zoom out.

THEME – We were there.
THEMATIC SECTION IDEAS:
Here
There
Everywhere

THEME – You Said It
See cover starter here.
THEMATIC SECTION IDEAS:
Speak now
Proclaim
Have you heard?
All ears
Come again?
Quote me on that
On the record
— OR —
You thought about it
We said what we said
It counts

THEME – All In
See cover starter here.
THEMATIC SECTION IDEAS:
All hands on deck
In the thick of it
All together now
Into the unknown
All in all
In the mix

THEME – Play a Part
THEMATIC SECTION IDEAS:
Play apart
Play a part

THEME – We Did That
THEMATIC SECTION IDEAS:
This
That

THEME – Me. We.
THEMATIC SECTION IDEAS:
Me
We

THEME – You Do You
See cover starter here.
THEMATIC SECTION IDEAS:
Do it big.
Do your best
Don't stop
Do it all
— OR —
You did it.
You do this.
You don't give up.
— OR —
You do you.
We do us.
Nobody does it better.

THEME – Nothing Ordinary About Us
THEMATIC SECTION IDEAS:
Remarkable
Outstanding
Unique
One of a kind
Historical
Stand out
Second to none
Extraordinary

THEME – We Are One
See starter cover here.
THEMATIC SECTION IDEAS:
We are together
We are engaged
We are passionate
We are committed
We are determined
We are family

THEME – TwentyWON
THEMATIC SECTION IDEAS:
We are one
The wonder of it all
— OR —
One
Won

THEME – I Am (I'm)
See cover starter here.
THEMATIC SECTION IDEAS:
Teamwork
Dream big
Glam up
We are fam
— OR —
Proclaim
Acclaim
Exclaim
Aim
Whim
— OR —
I am
We belong
You did
They can

THEME – Same Difference
THEMATIC SECTION IDEAS:
Same
Difference

THEME – Live Out Loud
See cover starter here.
THEMATIC SECTION IDEAS:
Twist and shout
Turn up the volume
Color outside the lines
Be heard
Was that out loud?
Inside voice
— OR —
Living on the edge
Out of the box
Loud and proud

THEME – You Make It
See cover starter here.
THEMATIC SECTION IDEAS:
You make it bold
You make it awesome
You make it right
You make it fun
You make it last
— OR —
Made it your own
Made in the shade
Made to last
Made for this
— OR —
You get it.
I did it.
We made it.

THEME – A Part of the Whole
See cover starter here.
THEMATIC SECTION IDEAS:
Together
Apart
— OR —
My part
Your part
Our part

THEME – Reflections
THEMATIC SECTION IDEAS:
You Shine
You're Brilliant
You're Unstoppable
— OR —
Reveal
Renowned
Reward
Respect
Rewind
— OR —
What you see.
What I see.
What we saw.

THEME – Incredible!
THEMATIC SECTION IDEAS:
That's incredible!
Can you believe?
I'm stunned!
How did they...
Something incredible!

THEME – Sit Still
THEMATIC SECTION IDEAS:
Don't sit it out
We still we matter

THEME – One and the Same
THEMATIC SECTION IDEAS:
One in a million
And so it goes
The story of us
Cut from the same cloth

THEME – The Way We See It
THEMATIC SECTION IDEAS:
Eyes open
Read between the lines
Look up
Our outlook

THEME – In Touch
THEMATIC SECTION IDEAS:
Introspection
Introduce
Into the thick of it
In stride
In due time
In my mind

THEME – (IN)vision
THEMATIC SECTION IDEAS:
Picture this
See beyond
Look here
Zoom in
Just watch
— OR —
(IN)tell
(IN)side
(IN)time
(IN)deed

THEME – Go Big and Go Home
THEMATIC SECTION IDEAS:
Go Big
Go for launch
Go all out
Go beyond
Go for it
Go the extra mile
Go, fight, win
Go Home.

THEME – Together Apart
THEMATIC SECTION IDEAS:
A part of the whole
United
We belong together
Better together
Not apart at heart

THEME – Connected
THEMATIC SECTION IDEAS:
Ties that bind
Linked
Tethered

THEME – We'll Show You Crazy
THEMATIC SECTION IDEAS:
Head over heels
Totally out there
Jump feet first
Hands in the air like we don't care
Show and tell
Show your stuff

THEME – 180
THEMATIC SECTION IDEAS:
On its head
A whole new view
From my perspective
Varying degrees
Spin
A new angle

THEME – Layers
See cover starter here.
THEMATIC SECTION IDEAS:
Unwrapped
That's a wrap!

THEME – Flip
THEMATIC SECTION IDEAS:
Upside down
Round and round
Up, up and away

THEME – Expect the Unexpected
THEMATIC SECTION IDEAS:
Unbelievable
You never know
Just in case
Always on deck
Ready to roll
In a moment's notice

THEME – History in the Making
THEMATIC SECTION IDEAS:
One to remember
Is someone taking notes?
Eyes on you
Remember this
Tell your story

THEME – Unsettled
THEMATIC SECTION IDEAS:
Unpredictable
Unprecedented
Undoubtedly
Unbelievable

THEME – Like No Other
THEMATIC SECTION IDEAS:
Second to none
Out of this world
Broke the mold
Change up

THEME – I am. We Are.
THEMATIC SECTION IDEAS:
I am.
We are.

THEME – This Place
THEMATIC SECTION IDEAS:
In place
Out of place
First place
Our place
Your place
My place

THEME – The Space Between
THEMATIC SECTION IDEAS:
Near
Far
Wherever you are
Six feet
Up close and personal
At a distance

THEME – In Motion
THEMATIC SECTION IDEAS:
Don't stop
On the go
Full speed ahead
Get going
Pause for a minute
— OR —
Press Play
Pause
Rewind
Fast Forward

THEME – Pivot
THEMATIC SECTION IDEAS:
Turn it around
Put a spin on it
Twist and turn

THEME – New Normal
THEMATIC SECTION IDEAS:
New
Normal

THEME – This and That
THEMATIC SECTION IDEAS:
This
That