

Chronological Yearbooks

A reader-friendly and practical approach to telling the authentic story of your school year.

Yearbook It!



Get Organized: Chronological Storytelling

Students live their lives day-by-day, so it makes sense that storytelling reflects the ways in which your readers live in the real world.

Once your story ideas are developed and finalized, consider presenting your yearbook spreads using a chronological approach.

A seasonal arrangement with four major sections—summer, fall, winter and spring—is effective.

Within those chronological sections, content will still fall into these broad categories—student life, academics, sports and clubs.

And what about the portraits and group shots? Since these popular yearbook features don't have a time element, they can be placed in a "people" section.

Planning a chronological yearbook isn't much different than building a ladder diagram for a traditional section approach. On the pages of this guide, you'll find a couple of helpful forms to help you organize the story of your year in a chronological format.

1 Yearbook Builder: Before jumping head-first into planning your ladder, take a minute to complete this worksheet. This planner will help you be sure that you allocate the correct number of pages to the sections of your yearbook. **See page 4.**

2 Chronological Planner: Prior to building the ladder, it helps to organize your content. This planner will assist you in outlining each that you wish to feature in this year's yearbook. **See page 5.**

3 Ladder Diagram: With pages allocated and content planned, building your ladder will be a stress-free. **See page 9.**

On the cover

The images on the cover were captured by the following student photographers and entered in the Jostens Photo Contest. To download an entry form, visit www.jostens.com/yearbook.

[clockwise from the left]:

- Charlene Lee, Walnut High School, Walnut, CA
- Tim Seguin, Wenatchee High School, Wenatchee, WA
- Allen Liu, Troy High School, Fullerton, CA
- Ray Mata, Westlake High School, Austin, TX

Chronological success stories



Margaret Sorrows

Bryant High School,
Bryant, AR

"Each month we sent in more pages than required because it had happened, and we covered it, so we sent it in!"

Chronological coverage totally creates a content-driven yearbook, making the yearbook a complete reflection specific to the year. I like the chronological approach. It gives readers more of a sense of ownership for that particular year.

Though high school is essentially the same each year, a chronological approach lets the staff personalize the year with events particular to that one year. It is a great way to tell the stories of one particular year, keeping the yearbook fresh and specific.

Also, it was so easy to meet deadlines. Each month we sent in more pages than required because it had

happened, and we covered it, so we sent it in. Also there was no last minute photo taking.

Each month had a monthly divider page highlighting the significant events of that month.

The yearbook staff has to be organized. The photographers have to be working a month ahead of the designers.

Sports were covered by season—fall, winter and spring. Sports and organizations group shots were placed in separate sections at the end of the chronological pages.



Mark Schledorn

West Shore
Junior/Senior High School,
Melbourne, FL

"Making deadlines is so much easier because chronological forces the kids to stay on task."

Our customers were generally pleased with the chronological format because it made more sense to them. The school year occurs, after all, in chronological order.

The advantages to a chronological approach are many. Most importantly, staff members cannot procrastinate.

We have four chronological teams of four staffers. Each chronological team has been chosen to include skilled writers, designers and photographers. Each team knows that once its week has past, it is impossible to take photographs for the assigned spread. As a result, each team is forced to plan

better. Then, they have the luxury of choosing the best of what they have covered for their spreads.

The 2007 book was my 16th as an adviser, and even though it was one of the most comprehensive books I've ever advised, meeting deadlines was never a problem.

It all boils down to covering events in order. As a result, organization is no longer a major issue.

Our customers, my staff and I all love the chronological approach. Three years in, I can't fathom going back to the old way.



Debra Nebel

Father Ryan High School,
Nashville, TN

"I hadn't realized how inflexible traditional section organization is compared to the chronological approach."

One of the main advantages of the chronological approach is being able to cover things as they happen. When setting up the ladder using the section method, one cannot anticipate unexpected events and happenings that inevitably occur. The chronological approach gives more flexibility.

Previously when we used a section organization, a staff member who covered girls' soccer would do the spread on girls' soccer. With the chronological organization, several activities, sports and events might appear on a spread.

The editors designed the chronological templates, and then assignments were made by spread and module. Staffers would receive a printout of the spreads with placeholder text and boxes for the pictures so they could see who was doing what by module within each spread. Of course, modifications were sometimes necessary. The editors (and sometimes the adviser) would work with the staffers to make any necessary alterations as necessary.

Chronological organization necessitates extreme organization. Once you get a handle on it, though, it's great!

Chronological Planner

Prior to building your chronological ladder, it helps to organize your content. Using last year's yearbook along with your school calendar, list each **story** that you will cover in the your new yearbook. Indicate the traditional **section** in which the spread appeared last year. Then, note the **season** where the spread will appear in this year's publication.

STORY <ul style="list-style-type: none"> ■ Be as specific as possible when outlining the story. ■ A story is generally a feature or coverage of an event. ■ If the story was included in last year's yearbook, use a fresh angle or approach. 	SEASON <ul style="list-style-type: none"> ■ summer ■ fall ■ winter ■ spring ■ any season 	SECTION <ul style="list-style-type: none"> ■ student life ■ academics ■ sports ■ organizations ■ people

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Ladder Diagram

The ladder diagram is where all the details of your yearbook really come together. After building steps 1 and 2, completing a ladder diagram for a chronological yearbook is easy.

The ladder diagram is a working blueprint of your yearbook.

Jostens provides several ladder tools to help you plan. There are ladder diagrams in the *Adviser Planner* and the *Staff Planner*. A large wall ladder, designed for posting in the classroom, is included in the Plan It! box in the Jostens Yearbook Kit. In addition, you'll find an online Page Ladder on Yearbook Avenue®.

Creating a ladder is most successful with some advanced planning. By completing the Yearbook Builder you'll begin the ladder project with accurate page totals. The Chronological Planner helps you organize your content by seasons.

When using a chronological approach, your yearbook will have the following seasonal sections:



The portraits are featured in a people section. Portrait pages are often placed after the seasonal sections. Of course, advertising and index pages will appear at the back of the yearbook.

On these two pages, we have provided a sample ladder for a chronological yearbook. While the ladder is arranged seasonally, the staff also noted the traditional section to insure balanced coverage.

Signature 2

18 Fall Section: Student Life Story: Entertainment: personal gadgets (ipods, camera phones)	19 Fall Section: Student Life Story: Entertainment: personal gadgets (ipods, camera phones)
20 Fall Section: Student Life Story: Fashion & trends	21 Fall Section: Student Life Story: Fashion & trends
22 Fall Section: Lifestyles Story: Homecoming	23 Fall Section: Lifestyles Story: Homecoming
24 Fall Section: Lifestyles Story: Spirit week	25 Fall Section: Lifestyles Story: Spirit week
26 Fall Section: Academics Story: Registration, course changes & new classes	27 Fall Section: Academics Story: Registration, course changes & new classes
28 Fall Section: Academics Story: Required classes & homework	29 Fall Section: Academics Story: Required classes & homework
30 Fall Section: Academics Story: Elective classes & self-expression	31 Fall Section: Academics Story: Elective classes & self-expression
32 Fall Section: Clubs Story: Getting organized, meetings & introductions	

Signature 3

34 Fall Section: Clubs Story: Fundraising	35 Fall Section: Clubs Story: Fundraising
36 Fall Section: Clubs Story: Spirit activities	37 Fall Section: Clubs Story: Spirit activities
38 Fall Section: Sports Story: Varsity football	39 Fall Section: Sports Story: Varsity football
40 Fall Section: Sports Story: JV football	41 Fall Section: Sports Story: JV football
42 Fall Section: Sports Story: Varsity volleyball	43 Fall Section: Sports Story: Varsity volleyball
44 Fall Section: Sports Story: JV volleyball	45 Fall Section: Sports Story: JV volleyball
46 Fall Section: Sports Story: Boys/girls cross country	47 Fall Section: Sports Story: Boys/girls cross country
48 Fall Section: Sports Story: Boys track	

Signature 4

50 Fall Section: Sports Story: Girls track	51 Fall Section: Sports Story: Girls track
52 Fall Section: Sports Story: Swimming/diving	53 Fall Section: Sports Story: Swimming/diving
54 Winter Section: Sports Story: Favorite memories	55 Winter Section: Sports Story: Favorite memories
56 Winter Section: Student Life Story: Holidays & holiday break	57 Winter Section: Student Life Story: Holidays & holiday break
58 Winter Section: Student Life Story: Family & friends	59 Winter Section: Student Life Story: Family & friends
60 Winter Section: Student Life Story: Passions (hobbies, collections, extreme sports, affiliations outside of school)	61 Winter Section: Student Life Story: Passions (hobbies, collections, extreme sports, affiliations outside of school)
62 Winter Section: Academics Story: Field trips & hands-on experience	63 Winter Section: Academics Story: Field trips & hands-on experience
64 Winter Section: Academics Story: Experiments & projects	

Signature 8

114 People Section: Seniors Story: College & career choices	115 People Section: Seniors Story: College & career choices
116 People Section: Seniors Story: Senior stuff: pictures, announcements, caps & gowns	117 People Section: Seniors Story: Senior stuff: pictures, announcements, caps & gowns
118 People Section: Seniors Story: Favorite memories	119 People Section: Seniors Story: Favorite memories
120 People Section: Seniors Story: Senioritis	121 People Section: Seniors Story: Senioritis
122 People Section: Seniors Story: Prom	123 People Section: Seniors Story: Prom
124 People Section: Seniors Story: Graduation	125 People Section: Seniors Story: Graduation
126 People Section: Juniors Story: Dating	127 People Section: Juniors Story: Dating
128 People Section: Juniors Story: Cars & transportation, learning to drive	

Signature 9

130 People Section: Juniors Story: Local color: fishing, hunting, concerts, movies	131 People Section: Juniors Story: Local color: fishing, hunting, concerts, movies
132 People Section: Juniors Story: Hangouts	133 People Section: Juniors Story: Hangouts
134 People Section: Sophomores Story: Class rings	135 People Section: Sophomores Story: Class rings
136 People Section: Sophomores Story: Jobs	137 People Section: Sophomores Story: Jobs
138 People Section: Sophomores Story: Dances & concerts	139 People Section: Sophomores Story: Dances & concerts
140 People Section: Sophomores Story: Buying & spending habits (shopping)	141 People Section: Sophomores Story: Buying & spending habits (shopping)
142 People Section: Freshmen Story: First times	143 People Section: Freshmen Story: First times
144 People Section: Freshmen Story: Special days: birthdays, Halloween, Valentines day, etc	

Signature 10

146 People Section: Freshmen Story: Personalizing "stuff" (backpacks, lockers, notebooks, etc)	147 People Section: Freshmen Story: Personalizing "stuff" (backpacks, lockers, notebooks, etc)
148 People Section: Freshmen Story: Lunchtime	149 People Section: Freshmen Story: Lunchtime
150 People Section: Faculty & staff Story: Professional achievements	151 People Section: Faculty & staff Story: Professional achievements
152 People Section: Faculty & staff Story: Personal interests	153 People Section: Faculty & staff Story: Personal interests
154 Index	155 Index
156 Index	157 Index
158 Closing	159 Closing
160 Parting page	

Signature 1

2 Opening	3 Opening
4 Summer Section: Clubs Story: Conventions & competitions	5 Summer Section: Clubs Story: Conventions & competitions
6 Summer Section: Student Life Story: Vacations	7 Summer Section: Student Life Story: Vacations
8 Summer Section: Academics Story: Summer school/back-to-school	9 Summer Section: Academics Story: Summer school/back-to-school
10 Summer Section: Clubs Story: Camps	11 Summer Section: Clubs Story: Camps
12 Summer Section: Sports Story: Summer Leagues	13 Summer Section: Sports Story: Summer Leagues
14 Fall Section: Sports Story: Back-to-school routines	15 Fall Section: Sports Story: Back-to-school routines

Signature 5

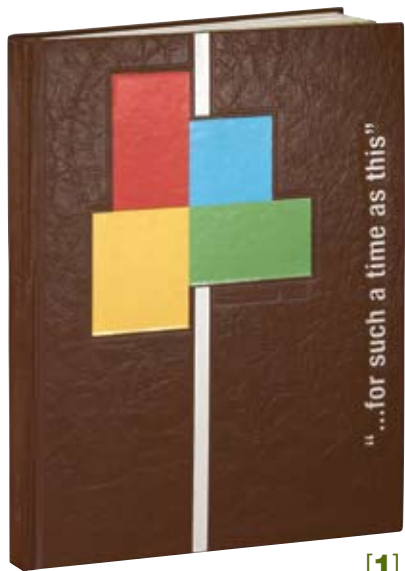
66 Winter Section: Clubs Story: Performances	67 Winter Section: Clubs Story: Performances
68 Winter Section: Clubs Story: Conventions & competitions	69 Winter Section: Clubs Story: Conventions & competitions
70 Winter Section: Clubs Story: School & community service	71 Winter Section: Clubs Story: School & community service
72 Winter Section: Sports Story: Varsity girls basketball	73 Winter Section: Sports Story: Varsity girls basketball
74 Winter Section: Sports Story: JV/freshmen girls basketball	75 Winter Section: Sports Story: JV/freshmen girls basketball
76 Winter Section: Sports Story: Varsity boys basketball	77 Winter Section: Sports Story: Varsity boys basketball
78 Winter Section: Sports Story: JV/freshmen boys basketball	79 Winter Section: Sports Story: JV/freshmen boys basketball
80 Winter Section: Sports Story: Girls soccer	

Signature 6

82 Winter Section: Sports Story: Boys soccer	83 Winter Section: Sports Story: Boys soccer
84 Winter Section: Sports Story: Wrestling	85 Winter Section: Sports Story: Wrestling
86 Winter Section: Sports Story: Cheerleaders	87 Winter Section: Sports Story: Cheerleaders
88 Spring Section: Student Life Story: Health & fitness	89 Spring Section: Student Life Story: Health & fitness
90 Spring Section: Student Life Story: Routines: a day in a life	91 Spring Section: Student Life Story: Routines: a day in a life
92 Spring Section: Academics Story: Motivation & rewards	93 Spring Section: Academics Story: Motivation & rewards
94 Spring Section: Academics Story: Term papers and tests	

Signature 7

98 Spring Section: Clubs Story: Conventions & competitions	99 Spring Section: Clubs Story: Conventions & competitions
100 Spring Section: Clubs Story: Performances	101 Spring Section: Clubs Story: Performances
102 Spring Section: Sports Story: Varsity baseball	103 Spring Section: Sports Story: Varsity baseball
104 Spring Section: Sports Story: JV baseball	105 Spring Section: Sports Story: JV baseball
106 Spring Section: Sports Story: Softball	107 Spring Section: Sports Story: Softball
108 Spring Section: Sports Story: Tennis	109 Spring Section: Sports Story: Tennis
110 Spring Section: Sports Story: Golf	111 Spring Section: Sports Story: Golf
112 People Section: Academics Story: Term papers and tests	



[1]



[2]



[3]



[4]

Cornerstone

Providence Christian Academy, Lilburn, GA

Graphics and color visually organize this chronological yearbook. A modular graphic is introduced on the **cover [1]**. A color represents each season. The graphic is used for the **folio treatment [7]** and is incorporated into the **headline designs [6]**. On the **dividers [5]**, photos are used inside the blocks. In the case of the fall section divider, the fall photo is in process color for emphasis and the other three photos appear in black/white.

To assist the reader, each season section includes lifestyles, academics and athletics coverage. A mini contents listing appears on the **dividers [5]**.

"I think that a chronological yearbook makes it easy for the readers to know the general area of the book to look at in order to find something. For example, if readers want to look for the Sadie Hawkins Dance, they know that the event happened in the fall, therefore, they would know that the spread will appear in the first half of the book.

The chronological approach made us stay on top of everything a whole lot better. There really wasn't any room for mess ups. If we missed an event, it missed going in the book. We had to be very well organized."

Lisa Brondyke, *Cornerstone* adviser



[5]



[6]



[7]