



Ideas For A Better Book

from your Jostens representative, Scott Geesey

What Makes For A Great Yearbook?

High school advisers are familiar with our annual Jostens Gotcha Covered Look Book, a compilation of some of the best yearbook work each year from our annual contests and independent entries. But what is their criteria on what makes for a great yearbook?

To catch the attention of the Look Book judges, it takes more than pretty pages. In addition to stylish design, inclusiveness, coverage and photography are important considerations. In the words of the judges...

INCLUSIVENESS

By using lots of photographs, contemporary yearbook spreads employ techniques such as content modules, picture strips, folio photos, photo collections and other visual and verbal techniques to include as many students and their stories as possible.

COVERAGE

Storytelling is the key. The best spreads have clearly defined topics with the photos and copy contributing different angles to the overall story. Emphasis is placed on fresh topics while unique approaches are encouraged for reporting those stories that “happen every year.”

PHOTOGRAPHY

It's no secret — students buy yearbooks for the photos. The quality of a spread relies heavily on the quality of the photos. The best spreads have high-quality, storytelling dominant photos. Each supplementary photo communicates a different aspect of the story. Emphasis is placed on action photos while posed “scrapbook” photos often contribute to the story as well.

DESIGN

While contemporary graphic, color and typographic use is important, ultimately the design's function is to deliver the visual and verbal content to the reader. Simplicity is the key to a successful design. White space must be used effectively. Ultimately, readers should notice the photos and the words, and not be distracted by the graphics.



"A terrific yearbook starts with great photos and telling the stories of your school and its people, both verbally and visually. Your readers deserve nothing less."

- Scott Geesey Phone/Fax: 814-422-8058 Email: scott.geesey@jostens.com