

A Passion for Coverage

Jim Jordan Del Campo High School jjordan@sanjuan.edu

The purpose of a yearbook is to tell the complete story of the year through words, pictures and contemporary design.

Like artists— we as yearbook journalists have a rich palette of methods to tell that story so why settle for one or two or just a few!

The Basics

1. Main Copy/Body Copy
(lead, quotes, transitions)
2. Quick Read Copy
3. Great Photography
4. Quotes
5. Captions
6. Extended Captions
7. Headlines
8. Subheads
9. Pulled Quotes
10. Scoreboards

Secondary Coverage

11. Q & A
12. Q and A Interview
13. First Person Accounts
14. Quotable Quotes
15. Personal Profiles
16. Sidebars
17. Quizzes
18. Factboxes/factoids
19. Timelines
20. Infographics

21. Surveys
22. Pro / Con
23. Mad Libs
24. Lists
25. Roundtable discussions
26. Glossary
27. How to
28. He said / She said
29. Six Degrees of Separation
30. Memorable Moments
31. Anatomy of
32. Versus
33. Fact or Fiction?
34. Who's Who
35. Senior Superlatives (?)

Time-oriented

36. Day in the Life
37. Period-by-Period
38. Week-by-Week; Month-by-month
39. Sequence
40. Year in review
41. Seniors-Life in Review

On the Edge

42. Interactive
43. Setting up a situation—
record what happens
 - thrift store
 - the mall
 - driving test
 - blind date

Voice

44. Dialogue
45. Editorials
46. Controversial Topics
47. Create Your Own Coverage
48. Senior Ads/Baby Ads
49. Reference Pages
50. The Index
51. Colophon