

09-16 Yearbook Project: Cover Design and Content Assignments

Yearbook Project Summary

1. Cover Design: 2025 "Hear Your Year"

Initial Concept & Goal

The project is to design the 2025 yearbook cover with the theme "Hear Your Year," which will integrate audio content via QR codes. An initial Photoshop concept was rejected by student staff for being too busy and colorful ("a unicorn threw up on our cover"). The new design needed to visually represent the audio theme, clearly feature the QR code, and use a unique, colorful palette distinct from school colors.

Design Development & Finalization

- ****Core Assets:****The design is built around a licensed Adobe Stock image of a soundwave, moving away from previous AI-generated and Google-sourced images.
- ****Background:****The cover will use a solid black background. To add depth and avoid a "flat" look, a subtle, black-on-black "Mission" pattern was chosen. This gives the cover a "staticky" or "electric" feel without distracting from the main elements. A "Cordova" leather texture was considered but deemed too "hectic."
- ****Color Palette:****The soundwave graphic features a colorful gradient of purple, blue, teal, yellow, and pink. The main text is a bright teal color.
- **Typography and Layout:**
 - The cover features the text "Hear Your Year." "Hear" is in a tall, thin font, and "Your" uses a shorter, wider font. A glow effect will be added to the text to create depth.
 - The font for "year" was changed from the common "Craft Gothic" to a more unique script font.
 - The layout was revised for better visual balance: "Your" is shifted right, and "year" is tucked into the space below and to the left, with its "Y" fitting into the negative space under the "H" of "your."

- ****QR Code Integration:****The official QR code will be placed inside the letter 'O' in "Your," making it a central design element. Per expert recommendation, the code must be black on a white background for scannability and will be provided as a 300 DPI image.
- ****Spine Design:****The spine will feature the text "The 2025-2026 Highlander" at the very top, reading downwards, in a font consistent with the cover.
- ****Cover Finish:****To prevent fingerprints on the dark background, a "Grit" finish was selected for the entire cover. This textured finish provides a unique tactile feel and is affordable, adding \$1.05 per book. Other options like matte, holographic, and spot varnish (matte/gloss combo) were rejected due to fingerprint susceptibility, aesthetics ("too much"), or high cost (\$3.85 per book). The grit finish will slightly dull the colors, which was deemed an acceptable trade-off.

2. Content Creation & Assignments

Photography Coverage

- **Homecoming Week Theme Days:**
 - ****White Lie Day:****Kennedy (freshmen, sophomores, juniors, seniors).
 - ****Hot Stuff:****Skyler and Alexis.
 - ****Adam Sandler Day:****Alexis.
 - ****Country vs. Country Club:****Coverage needed.
 - ****Husky Pride:****Rhiannon and Vanessa (on Friday).
- **Homecoming Events:**
 - ****Volleyball Game:****Madison.
 - ****Bonfire:****Jaylene.
 - ****Float Decorating:****Photos needed (phone pictures are acceptable).
 - ****Pep Rally:****Hunter will photograph, focusing on the student reaction to the Spirit Stick announcement.
 - ****Parade:****The main speaker's daughter will take photos.
 - ****Football Game:****A photographer is needed for the royalty.
 - ****Homecoming Dance:****All students attending (Alexis, David, Jalene, Hunter) must submit two photos: one of people dancing and one of people not dancing.
- ****Photo Processing:****All staff are responsible for taking clear, non-blurry photos and processing them in Adobe Bridge to rename files and add captions.

Audio Content

- ****Theme Integration:****The "Hear Your Year" theme will be executed by linking QR codes on pages to a YouTube site with audio from school events.
- **Recording Assignments:**
 - Avery is responsible for recording audio at an event she is participating in.
 - The main speaker will record audio at the pep rally, parade, and football game.
 - Madison will help record a scripted intro, which will be sent to David for processing.
- ****Audio Workflow:****To simplify editing, all audio files should be named by stating the event at the beginning of the recording (e.g., "Homecoming Parade").

Written Content & Page Production

- ****Teacher Pages:****There is an urgent need for teacher content. All students must have one photo and one story uploaded to their teacher page by the end of the week. A \$5 reward was offered as an incentive for a high-quality submission.
- ****Business Ads:****Students who have not sold a business ad must do so immediately. If sales don't increase, specific local businesses will be assigned. Madison and Jaylene may act as "escorts" to ensure students visit their assigned businesses.
 - ****Targets:****Pizza Plus, J9 Crop, and Farmers Bank (considered a "gimme").
 - ****Individual Assignment:****Alexis must find a business to approach by the next class or she will be assigned one.
- ****Page Layout:****A question was raised about using corner pieces on the largest photo on a page; the instruction is to add them for now and confirm with the design lead later.

Next Arrangements

- **Cover Design:**
 - Send the final QR code file (300 DPI) to Dana/Ben within a week to avoid proofing delays.
 - Dana will send the final cover design file to the team.
 - Ben is to proceed with the design, leaving a placeholder for the QR code, and adjust the "Your" font to better match "Hear."
- **Photography & Audio:**
 - Complete all assigned photography for homecoming week events (theme days, bonfire, volleyball, pep rally, etc.).

- Record the intro audio (Mr. Burkhard & Madison) and send it to David.
- **Content & Sales:**
 - All students must sell a business ad or be assigned one.
 - Alexis must identify a business to approach by the next class.
 - All students must submit one photo and one story to their teacher page by the end of the week.