

Yearbook Concept Project

This year you have had the opportunity to collaborate, develop, and put together the yearbook. By doing so, you have left your footprint (and legacy) on the history of Brookwood.

For this project, you will be developing and creating a prototype sample of your own yearbook, so that future groups can potentially be influenced by your ideas and work.

This project will consist of **three (3)** main parts:

1. Theme & Inspiration Board

- a. This will consist of a folder or storyboard with sample materials* that will answer the following questions.
 - i. *What is the overall theme/style of your book?*
 - ii. *Does your book have a tagline?*
 - iii. *What is the colour scheme?*
 - iv. *What fonts are you using?*
 - v. *Are there any images, icons, elements that are a focal point?*

*Sample materials can consist of images, colour swatches, existing products, books, notes, drawings, etc. Think of it like a Pinterest board.

2. Cover Concept

- a. Using Photoshop or InDesign, create a concept design of your cover (8.5 x 11).
 - i. A concept design is **not** a finished product. It's an early phase of design that focuses on broadly (visually) presenting key elements and ideas interacting with each other.
 - ii. **This does not mean that a concept design is a one-time creation.** Designers (and yes, you are a designer!) always create multiple forms of their ideas...they test out processes, compare their work, and develop new ideas. **Do not settle;** create, create, create!

3. Sample Layouts

- a. Using InDesign, create 3 styles of two-page layouts that fit the theme/style of your book.
 - i. Options to consider for your pages: **What part of the book will these pages go? What type of content will be in them? Will they have textboxes? Where will the titles/headings go?**
 - ii. All three, original files will contain blank frames.
 - iii. Use one file as a 'working example' by filling it in with photos. These can be stock photos or photos that you take.
 - iv. Hand in all 4 files in PDF format.

You are about to embark on a process. This will take time. Don't be afraid to experiment, take risks, and explore your ideas.

This is your opportunity to leave a bigger mark on the history of Brookwood.

Criteria

Category: Portfolio Work

Part 1: Theme & Inspiration Board (15 marks)

- **Is the overall idea clear and easy to understand?**
- **Are all the require elements available?**

Part 2: Cover Concept (15 marks)

- **Does the cover represent the theme/idea developed from the board?**
- **Does it meet the file measurement requirements?**
- **Are all the other requirements represented? Name, Year, Volume, etc.**

Part 3: Layout Samples (25 marks)

- **Are there 3 variations? Do they fit with the book's theme?**
- **Does each spread fit with a specific section of the book or are they universal?**
- **Is one spread complete with pictures? Are the images framed properly?**

Total Value: 55 marks

Category: Professionalism

- **Final work submitted via YearbookShare - > S2 Portfolio Folder**
- **Work completed by assigned deadline.**

Total Value: 10 marks