

5 Functions of a Yearbook



Ashland Blazer H. S. *Hi-Life*

YEARBOOK



- The term yearbook dates back to 1710. It referred to a book published annually as a summary of facts or statistics.
- Yearbooks evolved from two other kinds of student publications – *school newspapers* and *student literary magazines*.

YEARBOOK

- **5 Functions of a yearbook**
 - ✓ Memory Book



A Memory Book

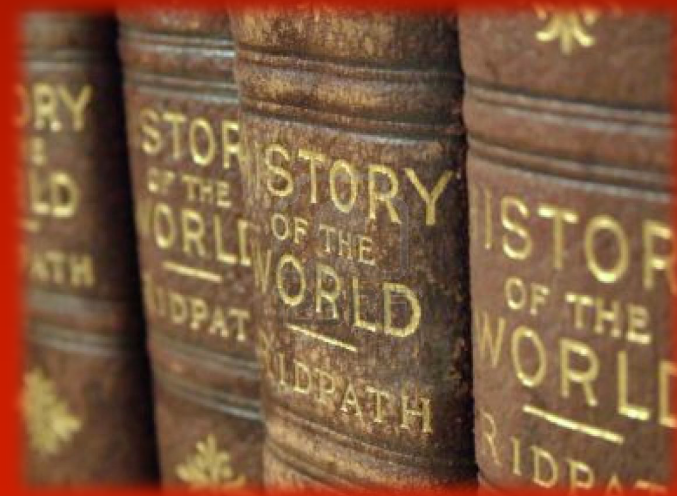


Capturing
memories
one
photo at
a time.

- **Storytelling of highs & lows**
 - ✓ pictorial tale of year
 - ✓ reporting
 - ✓ quotes

YEARBOOK

- **5 Functions of a yearbook**
 - ✓ Memory Book
 - ✓ History Book





A History Book

Time capsule

History is a
cyclic poem
written by
time upon the
memories of
man.

Percy Bysshe Shelley

✓ capturing events,
dates, scores, trends,
news, facts and figures

YEARBOOK

- **5 Functions of a yearbook**
 - ✓ Memory Book
 - ✓ History Book
 - ✓ Reference Book



A Reference Book



Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible.

-Francis of Assisi

- **An accurate record**
 - ✓ grades, names of students, faculty and staff
 - ✓ -participants in teams, clubs
 - ✓ enrollments, sports stats, events and news
- ...as a published work it is considered an official record*

YEARBOOK

- **5 Functions of a yearbook**

- ✓ Memory Book
- ✓ History Book
- ✓ Reference Book
- ✓ Public Relations



A Public Relations Tool



Nothing
great was
ever
achieved
without
enthusias

- **Showcases the personality of the school**
 - ✓ highlights the opportunities offered (*i.e. – courses, clubs, athletics, facilities*)
 - ✓ Sells the community to potential businesses, students and/or faculty

YEARBOOK

- **5 Functions of a yearbook**
 - ✓ Memory Book
 - ✓ History Book
 - ✓ Reference Book
 - ✓ Public Relations Tool
 - ✓ Educational Experience



An Educational Experience



Journalist
not just
a
student

- Great learning experience for students interested in

- ✓ Photography

- ✓ Journalism

- ✓ Design/Typography

- ✓ Marketing

The ultimate outcome-based educational experience -Jostens

Sources

P1: Yearbook Functions

<https://mrsbraman.wordpress.com/learn-publications/unit-1-purpose/1-yearbook-functions/>

NSPA Yearbook Guidebook

National Scholastic Press Association Copyright 2008

<http://studentpress.org/nspa/>

Photo Credits

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