

TIMELY TIPS

Coverage

Building the Homecoming Spread Together

OBJECTIVE

Students will work as a staff to develop the homecoming spread, create purposeful mods and combine their work into one cohesive design.

MATERIALS NEEDED

- Device with access to Yearbook 360 – Online Design or Adobe InDesign
- Blank two-page spread in the staff's design software
- Available homecoming photos, interviews, quotes and reporting notes
- Staff style guide
- Paper and pencil for sketching

PART 1

WHICH STORIES MAKE HOMECOMING?

Write **Homecoming** on the board.

Ask students to identify the smaller stories that make up the homecoming experience, such as preparations, spirit days, traditions, the game, the dance and behind-the-scenes moments.

As a class, select the stories offering the strongest combination of available content, student voices and visual possibilities. These will become the spread's mods.

PART 2

DIVIDE THE SPREAD

As a staff, sketch a blank two-page spread and decide how the homecoming stories selected in Part 1 will fit together.

First, identify:

- The main homecoming story or visual focus
- The space needed for the dominant package
- Three to five supporting mods
- The approximate size and location of each package
- Shared fonts, colors, spacing and photo treatments

A mod is a self-contained package of a predetermined size. Assigning dimensions before students design helps each team understand how its work will contribute to the complete spread.

Divide students into pairs or small teams. Assign each team:

- One homecoming story
- One mod format
- A specific amount of space
- Required visual and verbal elements

Possible formats include a Q&A, mini profile, timeline, quote collection, photo sequence or by-the-numbers package.

YEARBOOK 360 – ONLINE DESIGN USERS

Have each team use a custom template to develop its assigned mod within the established dimensions. One editor or design team should maintain the final homecoming spread on the ladder. After the mods are reviewed, the approved content can be placed into the corresponding spaces on the final spread.

ADOBE INDESIGN USERS

Have each team build their mod in a separate InDesign document using the assigned dimensions and the staff's shared design specifications. Teams should submit their completed mod elements to the student(s) responsible for assembling the final homecoming spread.

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PART 2

DIVIDE THE SPREAD CONT.

Before teams begin, confirm:

- Does every team know their assigned story?
- Does every team know how much space they have?
- Are the required photos, quotes and captions clear?
- Will each mod add different information?
- Are all teams using the same visual style?

Remind students they are not creating separate miniature spreads. Each team is developing one piece of a larger homecoming story.

PART 3

BUILD YOUR ASSIGNED MOD

Working in pairs or small teams, develop the homecoming mod assigned in Part 2. Build the package within the space provided so it can be added to the final spread without major resizing.

Each mod should include:

- A clear focus
- A working headline and subheading
- One or more visual elements
- Quotes, facts or other reported information
- Captions and identifications as needed

Possible formats include but are not limited to:

- Q&A
- Mini profile
- Quote collection
- Timeline
- By the numbers
- Photo sequence
- Before and after
- Tradition spotlight

MOD CHECK

1. Does the mod fit its assigned space?
2. Does it tell one clear homecoming story?
3. Does it add information not found elsewhere?
4. Do the visuals and words work together?
5. Does it follow the staff's fonts, colors and spacing?
6. Are all names, facts and quotes verified?

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PART 4

ASSEMBLE THE FINAL SPREAD

Have the editor or designated design team place each approved mod into its planned area on the final homecoming spread.

Review the assembled spread as a class and ask:

- Is the main point of entry clear?
- Do the mods fit their assigned spaces?
- Does each mod contribute a different homecoming story?
- Are fonts, colors, spacing and photo treatments consistent?
- Does any mod compete with the dominant package?
- Are different students and experiences represented?
- Is anything repeated or included only to fill space?

Return revision notes to the appropriate teams. Teams may need to shorten copy, resize visuals, simplify headlines or adjust spacing before the final content is placed.

RELEVANT RESOURCES

- **Yearbook Suite: "Understanding Why Design Matters"** – Reinforce design vocabulary, blank-page planning, basic spread design, typography, headline design and secondary coverage packages. Lesson 7, Creating a Secondary Coverage Package, directly supports the mod-building portion of this activity.
- **Why Mods Class Starter** – Introduce the purpose of modular coverage.
- **Covering Homecoming Class Starter** – Explore additional possibilities for homecoming coverage.
- **Homecoming Coverage Examples Class Starter** – Review different approaches to covering homecoming.
- **Using Yearbook 360 – Online Design Manual** – Find support for custom templates, page design and production.
- **Using InDesign Manual** – Support staffs designing in Adobe InDesign with guidance on file organization, fonts, page creation, Walsworth Enhancements, parent pages and preparing files for production.