TIMELY TIPS

Curriculum

Learn from the
Best with the 2024
President's Collection

OBJECTIVE

Students will analyze award-winning yearbooks from the 2024 President's Collection to identify key elements of strong design, photography and storytelling. They will apply these best practices to develop a concept plan for their own yearbook.

MATERIALS NEEDED

- **Presidents Collection Training Videos**
- Whiteboard and markers

PART 1

INTRODUCTION (15 MINUTES)

Introduce the President's Collection and explain how these yearbooks are chosen (**CSPA Crown Finalists**, **NSPA** and **ACP Pacemaker Finalists**).

Discuss the importance of analyzing award-winning yearbooks to improve their publication.

Explain the Jigsaw Method: Each group will be assigned a selection of yearbooks to analyze and will later teach the class about their findings.

PART 2

GROUP ASSIGNMENTS & VIDEO ANALYSIS (1-2 CLASS PERIODS)

Divide students into small groups, with each group assigned a set of yearbooks from the collection. There are 34 yearbooks, so groups can analyze 3-4, depending on class size.

Each student within a group watches a different video from their assigned set and completes the Google Form assessment, which prompts them to analyze the book's theme, design, photography, storytelling and coverage.

After watching, students share their notes with their group, discussing common trends and standout elements.

PART 3

GROUP PRESENTATIONS (30–45 MINUTES)

Each group creates a short presentation (poster, slides or verbal summary) covering:

- The schools they analyzed
- Strongest strategies used in these books
- Unique ideas or trends
- How these strategies could be applied to their own yearbook
- Groups take turns presenting to the class while others take notes on useful takeaways

PART 4

CLASS DISCUSSION & APPLICATION (15 MINUTES)

Recap the best practices shared in presentations.

Discuss how students can apply these strategies to their own yearbook.

Brainstorm ideas for improving the current yearbook plan based on what was learned.