

STEPS TO CREATING A LADDER

Your Name:

Step 1: Looking back to look forward. Using the evaluation tool developed in Lesson 2, analyze the balance of the content and coverage of your previous year's book. How many pages did you allot to each section or what would go in the traditional sections (student life, sports, academics, people, mugs, clubs)? What percentage of the entire book is in each section? Did you give too much coverage to a specific section, sport, club or event? Does any of your coverage seem inequitable?

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Step 2: What must be covered? Based on discussion begun in Lesson 1, what absolutely **MUST** be covered in this year's book? Work from the lists you generated in Lesson 1.

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Step 3: What approach is the best? Are you interested in taking on chronological coverage? Story-driven coverage? Umbrella coverage? A blend of all three? How might you best organize your coverage in relation to your theme? If a chronological structure connects to your theme, how will you organize the chronology? Weekly spreads? Bi-weekly spreads? Seasonal spreads? Other?

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Step 4: Come up with a number. Determine the number of pages you need to cover everything you must include. This will include mugs and ads. Base your initial estimate of the number of mug and ad pages on the number you used the previous year.

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Step 5: Anything you don't need? Determine anything you could eliminate. Are all sports and clubs to be treated equally? Do any pages seem unnecessary?

Step 6: Anything you've forgotten? Determine what you would like add to your book that you may not have covered in the previous year. What coverage ideas may come directly from your theme?

Step 7: Dividing the content – what order works best with your theme? Determine what sections you plan to use and what order each section will be in.

Step 8: Page by page. Determine the specific content on the pages of each section, including possible secondary coverage packages.

Step 9: Putting it all together. Compile the ladder information into one document. Use a prepared ladder or develop your own.