

2026

PROJECT YEARBK

**Presented by Joy Lu, Emily Lin, Earl Bumagat,
Blayne McLawrence & Brandon Astuto**


PROJECT YEARBK





OUR PROBLEM:

AS SENIORS WANTING A LASTING MEMENTO,
WE'RE REIMAGINING THE YEARBOOK
THROUGH AN INNOVATIVE HYBRID MODEL:
DIGITAL FOR ACCESSIBILITY AND
AFFORDABILITY, AND PHYSICAL COPIES SO
THAT STUDENTS CAN PRESERVE AND SHARE
THEIR COLLEGE MEMORIES DESPITE RISING
COSTS AND FADING TRADITIONS.



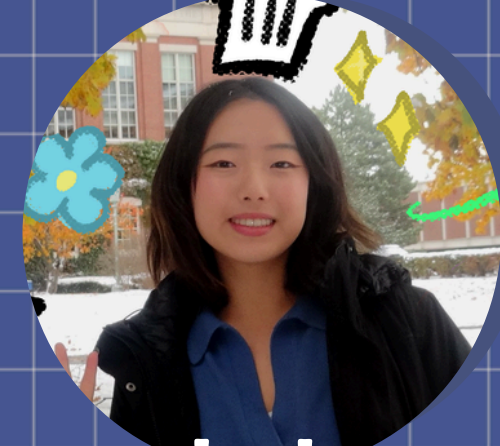
OUR TEAM



Earl Bumagat
Team Lead



Emmie Lin
Co-Lead, Designer



Joy Lu
Social Media Manager



Blayne McLawrence
3D Modeler



Brandon Astuto
Research and Developer





USER NEED Research

54.1%

**Of Students prefer
both a physical and
digital yearbook**

30\$

**Students are willing
to spend a maximum
of 30\$ for a yearbook**

**What specifically are things you
would like to remember about your
college experience?**

**“Places around campus my friends
and I hung out throughout college”**

**“Friends, extracurriculars, academic
achievements, campus traditions”**

**“Friend interactions, small personal moments,
and the feeling of community and support”**

**“The events I go to with my friends
and the time I had”**





SECONDARY Research

150\$

An average yearbook
cost around 150\$ per
person

3

yearbooks usually
comes in three
different tiers

The following are some of the
most common sections included
in yearbooks.

Letter from the Editor

Table of Contents

Student Life Page

Student Organization

Department Pages

Memories Page

Senior Superlatives

Senior Portraits

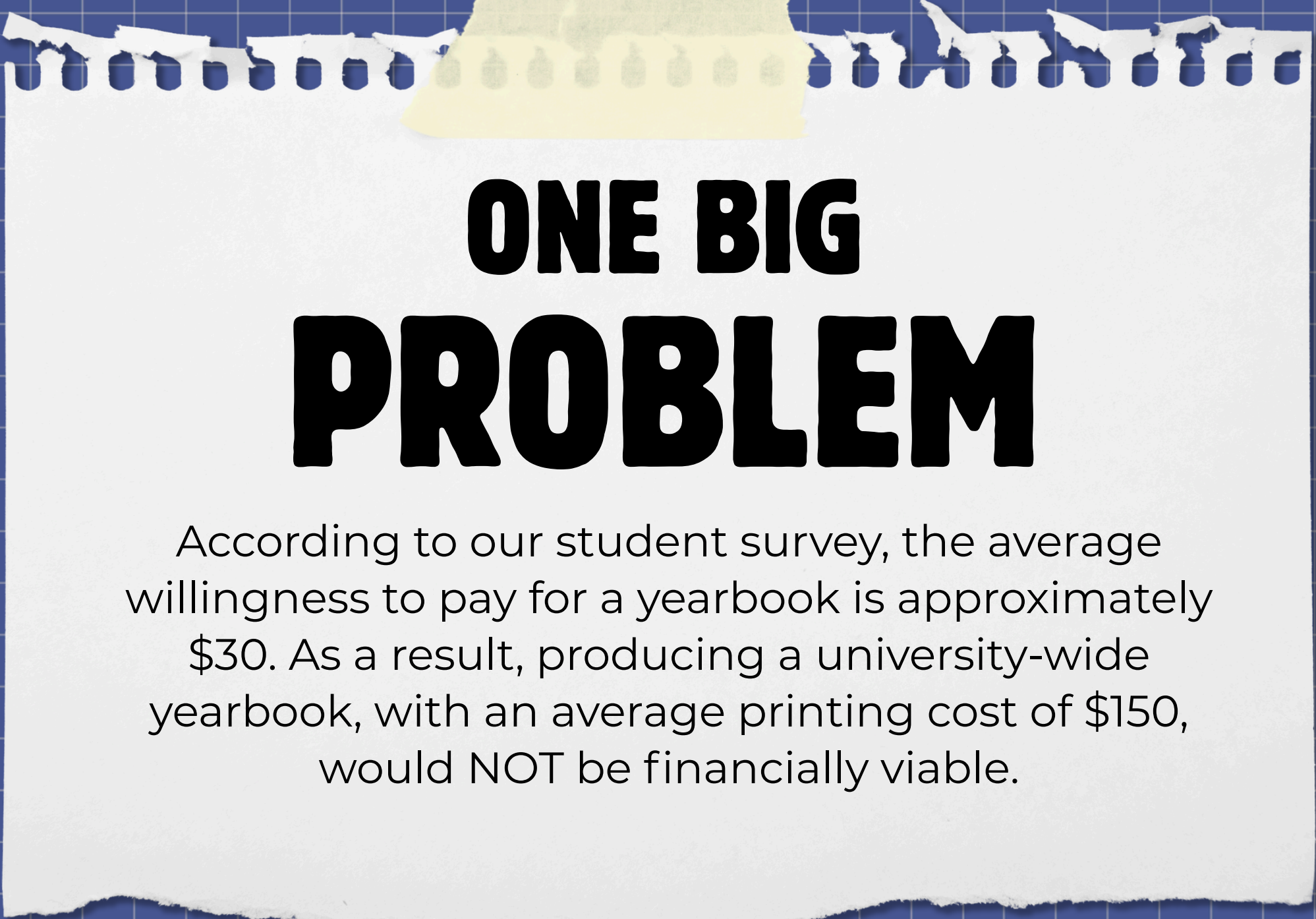
Sports

University Traditions

About the School Pages

Sponsors





ONE BIG PROBLEM

According to our student survey, the average willingness to pay for a yearbook is approximately \$30. As a result, producing a university-wide yearbook, with an average printing cost of \$150, would NOT be financially viable.



A MULTIMODAL EXPERIENCE



3D Modeling



Physical Yearbook



Social Media Presence



XR Senior Archive



SOCIAL MEDIA PRESENCE @Project.YearBK

8

Seniors participated in
Seniors of Rochester

13,849

Views overall on our
instagram page

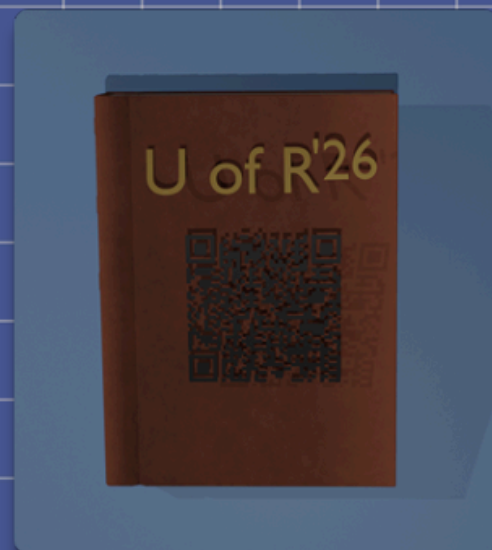
891

Interactions throughout
our instagram

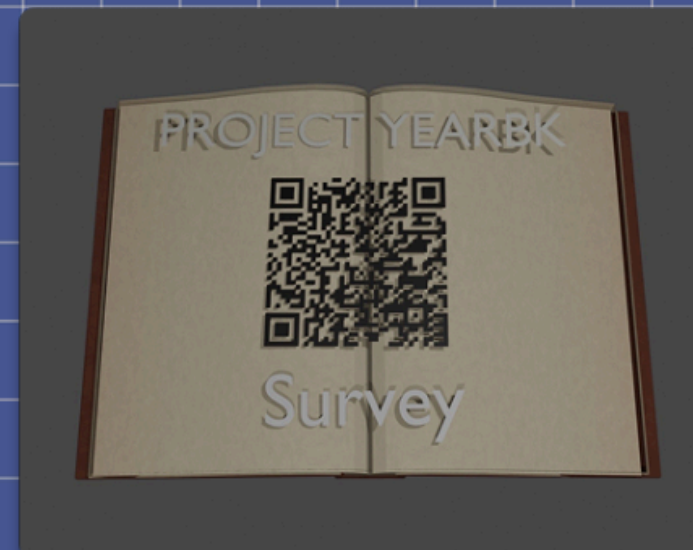


3D MODELING Physical QR Codes

ITERATION 1



ITERATION 2



FINAL ITERATION



SEPTEMBER TO DECEMBER



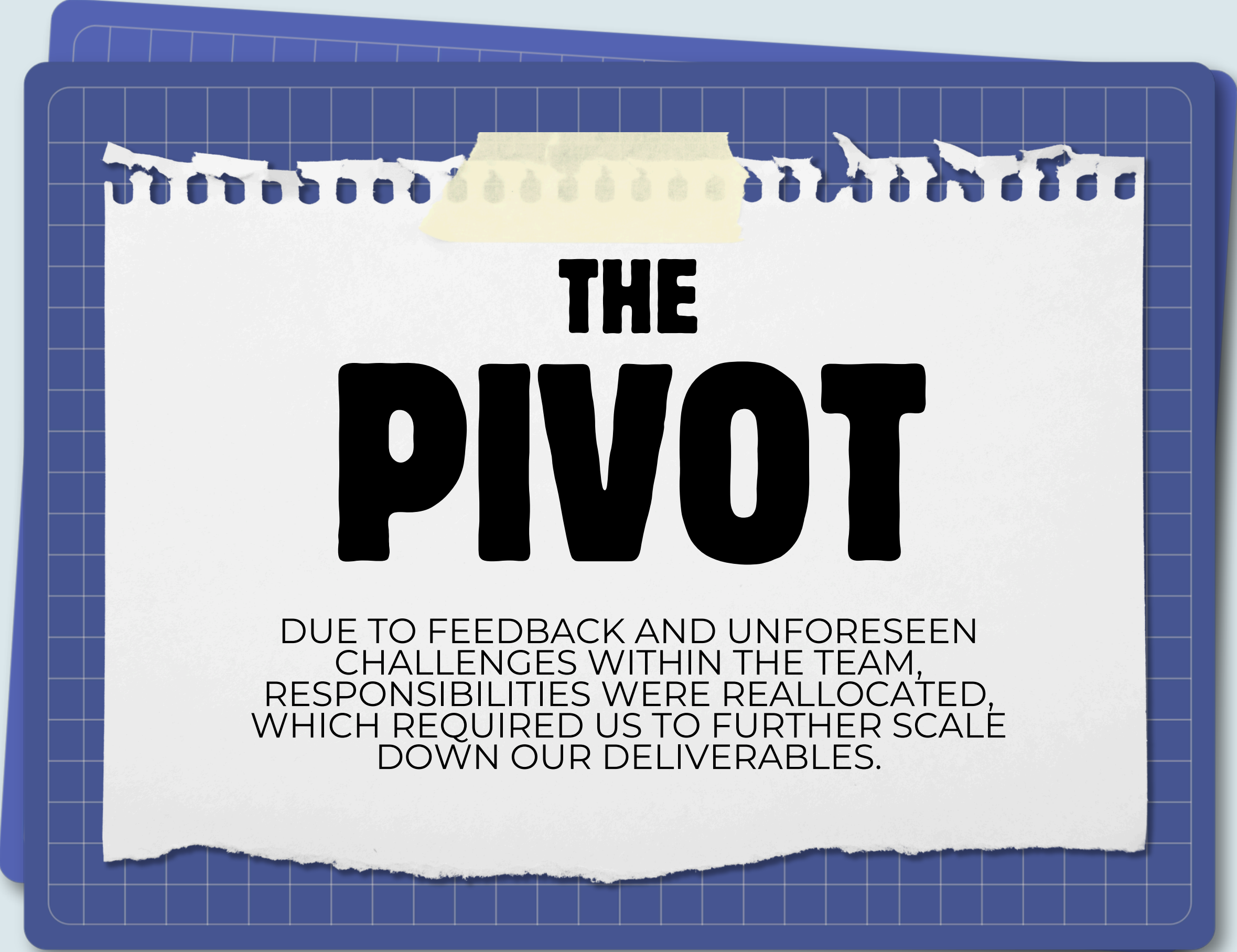
Filming with the 360 Camera



Spreading Awareness at Events

- Printed out our physical QR codes through Makers Club
- Created a Box Folder to hold all photos from collaborators
- Sent out surveys to students to gain insight
- Took photos and videos with the 360 camera
- Did Research on existing yearbooks and yearbooks at other universities
- Started the Seniors of Rochester Series



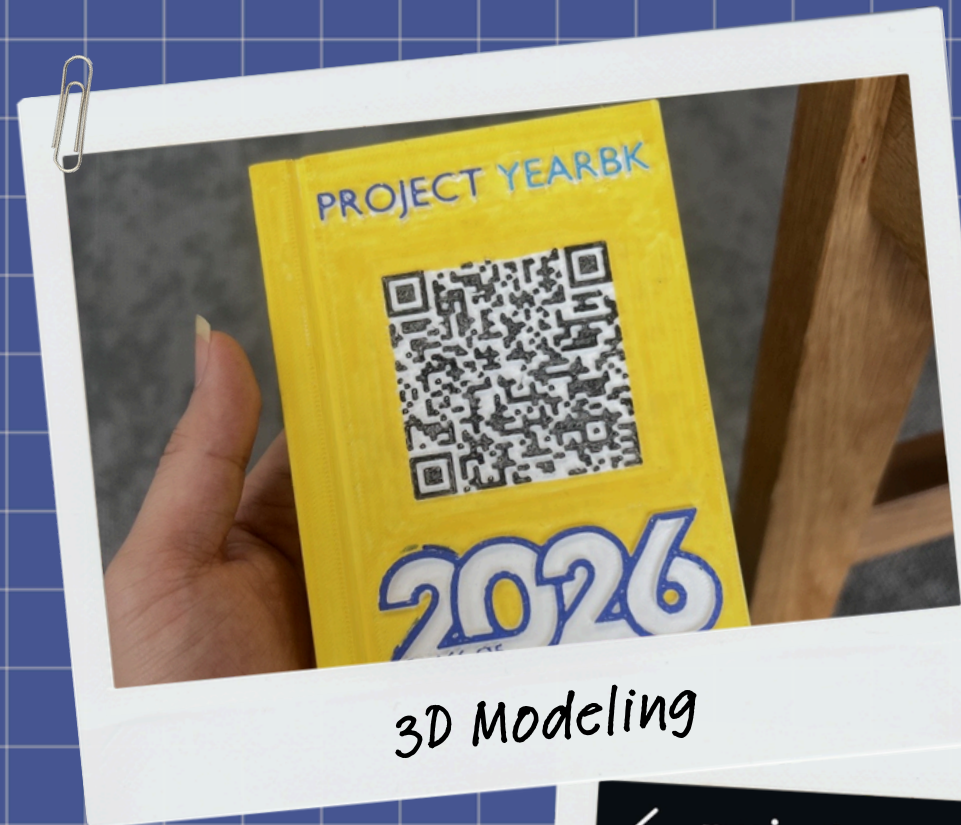


THE PIVOT

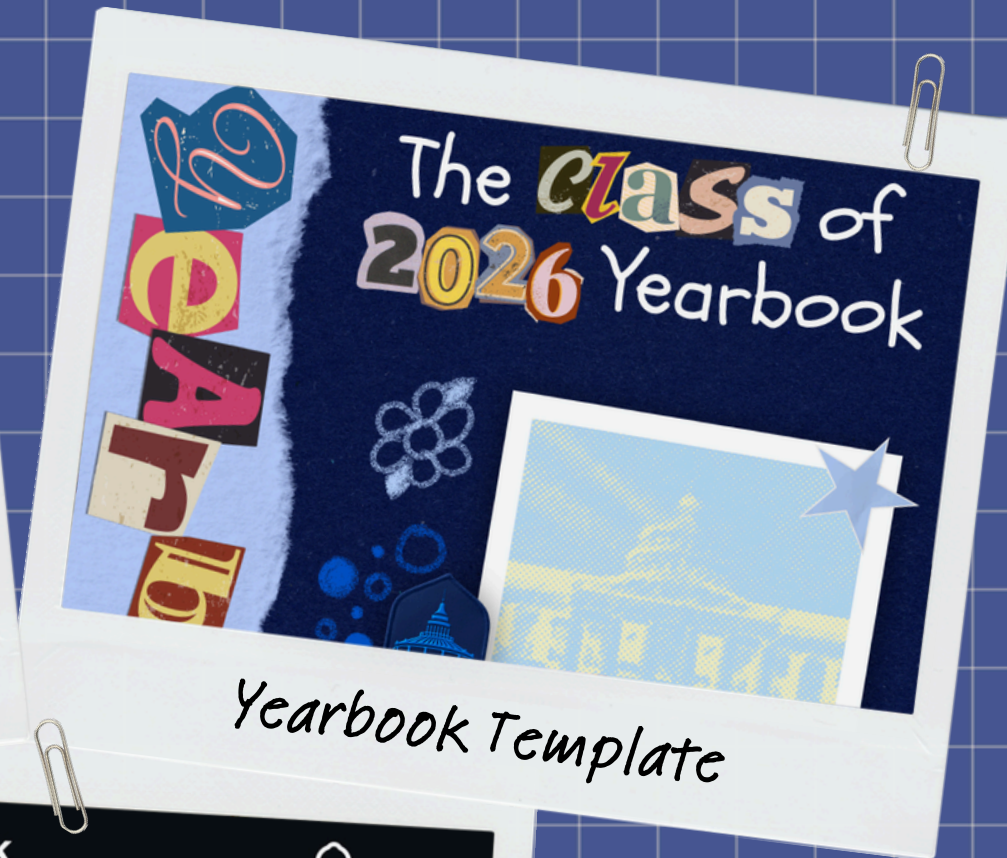
DUE TO FEEDBACK AND UNFORESEEN
CHALLENGES WITHIN THE TEAM,
RESPONSIBILITIES WERE REALLOCATED,
WHICH REQUIRED US TO FURTHER SCALE
DOWN OUR DELIVERABLES.



OUR FINAL DELIVERABLES



3D Modeling



Yearbook Template



Social Media Presence





PROMOTIONAL VIDEO



dartyy

YEARBOOK Template

414

Visits to our Official
Yearbook Template

50

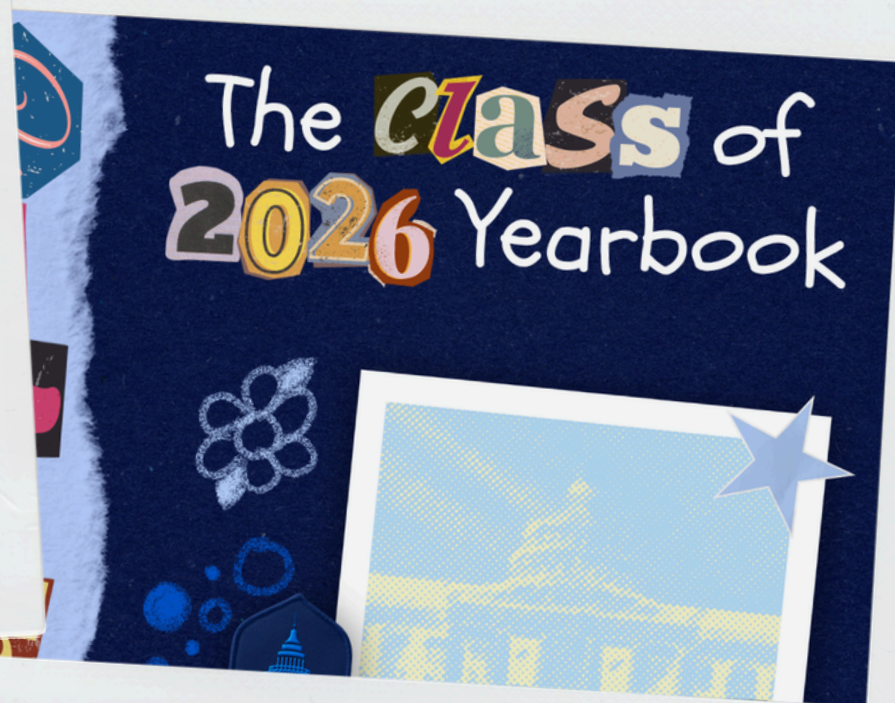
We printed 50 yearbooks for
the class of 2026



JANURARY TO MAY



Make it Happen Night!



We finished our template!!!

- **We participated in Make It Happen Night! Receiving the 1500\$ Grant**
- **We started creating our yearbook through Canva**
- **Contacted Clubs and Student Organizations for photos**
- **Finished our Template and marketed it to the Class of 2026**
- **Filmed and finished our promotional video**





CHALLENGES

WE FACED





WHAT'S NEXT?

FOR PROJECT YEARBK





THANK YOU FOR YOUR ATTENTION!

	Thank you to the Digital Media Studies Department for this opportunity and support throughout the year!