

# PUTTING True Colorstowork

## IN YEARBOOK

BLUE ORANGE GOLD GREEN	Consider each one of the following tasks. In the column at the left, determine which "True Color" is best suited to the responsibility. Then, in the column at the right, determine who on staff would do the best job.	Appropriate Staff Member
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Develops a conceptual idea that relates the unique story of the year; unifies the book and creates a distinctive personality.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Determines, prioritizes and categorizes areas of coverage, including the specific activities, events and issues that impacted students' lives during the year.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Assigns stories to reporters, giving clear direction regarding not only the angle but also the kind of questions that should be answered to facilitate complete and accurate coverage of the idea.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Interviews students for personal stories that will add unique perspectives to stories.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Writes the copy that tells the unique story of the year.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Edits the copy for thorough coverage, style and grammar.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Writes attention-getting headlines to entice the viewing audience to read the stories and unify all content.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Ensures that all headline and story copy fits the allotted space.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Assigns photos to photographers, encouraging them to pursue a variety of shots that include both horizontal and vertical pictures at unique angles.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Shoots photographs with a variety of content which document and illustrate the story concepts.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Crops, proportions and marks the placement of photographs.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Gathers vital information directly from the sources in the photos, then writes detailed captions with complete identification and description of the photo content.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Coordinates overall design to coincide with the personality established in the unifying conceptual idea.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Creates all specialized artwork, including design graphics.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Oversees the production of the pages to ensure that all copy, art, photos are marked and sent properly to the production plant.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Works with the yearbook representative to establish production specifications and the resulting costs.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Manages the financial operations of the yearbook by establishing and maintaining a budget based on cost and revenue projections.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Sells the yearbook to students with a school-wide coordinated merchandising campaign.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Coordinates an advertising campaign to businesses to supplement income from book sales.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Motivates staff members with one-on-one chats, pep talks, affirmations.</li> </ul>	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<ul style="list-style-type: none"> <li>Helps coordinate staff celebrations after deadlines or significant dates during the year.</li> </ul>	

# PUTTING TrueColors to work IN YEARBOOK

matching skills and personality  
with yearbook tasks to create a complete team

fold along dotted line

brainstorming  
idea development  
reporting  
research  
interviewing  
composition of writing  
spelling and grammar checks  
camera handling  
layout design  
budget planning  
marketing and sales  
word processing  
digital imaging  
indexing  
leadership  
team building  
discipline  
motivation  
deadline planning  
organization and filing  
decision making  
conflict resolution

ORANGE - creative  
ORANGE - impulsive; GREEN - abstract  
GOLD - In-depth; GREEN - curious  
GOLD - accurate; GREEN - inquisitive  
BLUE - social; ORANGE - active  
ALL - may need help from others to complete  
GOLD - accurate  
ORANGE - creative  
ORANGE - hands-on; BLUE - artistic  
GOLD - detail oriented; GREEN - accurate  
ORANGE - outgoing; BLUE - social  
GOLD - thorough; ORANGE - likes tools  
GREEN - intellectual stimulation; GOLD - follows rules  
GOLD - attention to details  
GOLD with help from BLUE  
ORANGE and BLUE  
GOLD softened by BLUE  
BLUE - caring  
GOLD - organized  
GOLD - orderly  
ORANGE - spontaneous  
GREEN - likes resolution; fairness

## GOLD

- I prefer useful subjects
- I thrive on routine and orderliness
- I am punctual and dependable
- I think problems through before making a decision
- I respect rules
- I have a strong sense of right and wrong
- I respect the institution of the school

may be viewed as

rigid, opinionated, judgemental, boring, uptight

## ORANGE

- I learn by doing
- I like tools
- I am impulsive
- I am physical
- I like being on stage
- I am a competitor
- I like immediate results
- I am a hands-on type person

may be viewed as

irresponsible, scattered, obnoxious, immature

## GREEN

- I am logical
- I am theoretical
- I am curious
- I am conceptual
- I am driven to understand
- I learn best independently
- I need to be immediately challenged

may be viewed as

cold, insensitive, aloof, argumentative, absent minded

## BLUE

- I am verbal and good with languages
- I am imaginative and abstract
- I am social and work best in a group setting
- I am sensitive to rejection and to conflict
- I am dramatic

may be viewed as

mushy, very emotional, weak, easily persuaded, illogical

# PUTTING TrueColors to work

IN YEARBOOK

**matching skills and personality**

with yearbook tasks to create a complete team

The yearbook staff who knows each other's strengths and weaknesses is a successful yearbook staff. Decide which color would be BEST to handle each yearbook task below.

Interviewing.....	Blue	Green	Gold	Orange
Writing stories.....	Blue	Green	Gold	Orange
Taking photos.....	Blue	Green	Gold	Orange
Cropping photos.....	Blue	Green	Gold	Orange
Organizing the closets.....	Blue	Green	Gold	Orange
Writing captions.....	Blue	Green	Gold	Orange
Compiling the index.....	Blue	Green	Gold	Orange
Selling ads.....	Blue	Green	Gold	Orange
Providing social activities.....	Blue	Green	Gold	Orange
Color-coding the ladder.....	Blue	Green	Gold	Orange
Thinking of a theme.....	Blue	Green	Gold	Orange
Designing the cover.....	Blue	Green	Gold	Orange
Developing the theme.....	Blue	Green	Gold	Orange
Designing layouts.....	Blue	Green	Gold	Orange
Organizing photos.....	Blue	Green	Gold	Orange
Drawing thumbnails.....	Blue	Green	Gold	Orange
Putting layouts on computer.....	Blue	Green	Gold	Orange
Thinking of fresh ideas for coverage.....	Blue	Green	Gold	Orange
Maintaining a hit list.....	Blue	Green	Gold	Orange
Organizing the ads.....	Blue	Green	Gold	Orange
Sending out invoices.....	Blue	Green	Gold	Orange
Planning a distribution party.....	Blue	Green	Gold	Orange
Making everyone on the staff feels wanted and accepted.....	Blue	Green	Gold	Orange
Providing fun diversions for work-weary staffers.....	Blue	Green	Gold	Orange
Keeping staff on task to meet deadlines.....	Blue	Green	Gold	Orange
Identifying students who aren't featured in the book....	Blue	Green	Gold	Orange
Motivating staffers that aren't "into it".....	Blue	Green	Gold	Orange
Promoting yearbook sales on campus.....	Blue	Green	Gold	Orange
Editing copy and pages before submission.....	Blue	Green	Gold	Orange