

### 1. CULTURE OF YEARBOOK

Don't allow the workload and stress of yearbook to sour your staff.

**Essentials** ▶ **Building culture — p.14**

To be sure, it's much easier to complete a yearbook when you have a room full of motivated, collaborative, confident staffers. The lengths an adviser goes through to build and foster this group of staffers is always rewarded.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/08/Self-evaluation.pdf>

### 2. COMBINE MENTORING AND LEARNING

Put leaders into a teaching/mentoring relationship with new staffers.

**Skill-builder** ▶ **Students teach class — p.16**

Assign returning staffers a topic they know well. Allow one to two days to prepare a full-class lesson. Then, have them teach the class. Everyone should take notes and ask questions.

### 3. ICEBREAKERS AND TEAM-BUILDING

They inspire groans and sighs, but these exercises are important for staffers to get to know each other.

**Icebreaker** ▶ **Game of possibilities — p.06**

Members of a healthy team know each other well and appreciate both the similarities and differences in the group.

### 4. CROSS-TRAINING STAFFERS

No job is too small or too large. Every staffer should be able to do the basics when asked.

**Next level** ▶ **Build a strong foundation — p.10**

Cross-train all staffers, especially the new arrivals, on the basics of all jobs within your yearbook organization.

### 5. LET THE LEADERS LEAD

Start each week or class/club meeting with a five-minute meeting.

**Next level** ▶ **Five-minute meetings — p.17**

The idea is, editors lead a quick stand-up meeting asking each department or member of the staff to provide their status on assignments.

## 1. FIRST AMENDMENT

Read and understand the First Amendment to the Constitution — the basis of our freedom to publish.

**Essentials** ▶ **Understanding the First — p.10**

Understand how the First Amendment applies to your yearbook classroom. Then, check out the handout on the First Amendment in the online curriculum.

<https://yearbookdiscoveries.com/wp-content/uploads/2019/03/The-first-ammendment-1.pdf>

## 2. WHAT IS NEWS?

Teach the basic characteristics of news to form a strong foundation.

**Essentials** ▶ **Understanding news — p.02**

Learn about the characteristics of a news story. A story should be interesting enough to the general public to warrant reporting. For yearbooks, it has to stand the test of time.

## 3. THE FOURTH ESTATE

Understand the role journalists play in modern democratic society and why the press is protected.

**Essentials** ▶ **Value of the news — p.05**

The architects of our democracy intended journalists and a free press to be the “fourth estate” to provide checks and balances to the three branches of government.

## 4. FULL-COURT PRESS

Learn about the important court cases that have shaped scholastic journalism.

**Essentials** ▶ **Biggest legal issues — p.16**

Understand the legal issues student media face.

## 5. HOW DID WE GET HERE

Study the evolution of the free press we are acquainted with today.

**Essentials** ▶ **History of journalism — p.18**

Understand the transformation of U.S. journalism from the first printing press to convergence journalism.

### 1. VISUAL AND VERBAL

Experience the evolution of theme through an example.

**Essentials** ▶ **Understanding theme — p.08**

Color, fonts, letter forms and design details form the visuals. The colors and fonts of the book affect moods, so choose them carefully. They should match the voice.

### 2. RAISE YOUR VOICE

Keep writing consistent to carry your theme through the book.

**Next Level** ▶ **Understanding voice — p.22**

See how voice is defined visually and verbally in two book examples.

### 3. A FRESH SPIN

Don't panic. Theme does not have to be as difficult as you think.

**Essentials** ▶ **Developing storylines — p.06**

Themes can fall into several broad categories. Consider these groups when brainstorming.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Developing-storylines-handout.pdf>

### 4. FIND YOUR THEME

The professionals know best. Use their work for inspiration.

**Skill-builders** ▶ **Developing theme — p.30**

Theme is a vehicle for telling stories. Use these projects to make sure the theme you choose will help you tell all the stories of the year.

### 5. THEME IS A PROJECT

Prepare a theme. Maybe it will stick. Maybe it will just develop leadership skills.

**Handout** ▶ **Theme packet — p.32**

Assign groups and have them choose a theme idea to develop. Brainstorm visual and verbal theme ideas. They'll turn in a summary of theme ideas for feedback.

[https://yearbookdiscoveries.com/wp-content/uploads/2018/08/Theme-Packet\\_01.pdf](https://yearbookdiscoveries.com/wp-content/uploads/2018/08/Theme-Packet_01.pdf)

## 1. MASTER TRADITIONAL COVERAGE

Don't worry about the latest trends in coverage until you have the right set of staffers to attack them.

### *Essentials* ▶ What to cover — p.11

With traditional coverage, sections are divided into six categories: Student life, academics, sports, organizations, people and reference, all separated by theme-focused dividers.

## 2. SEEK OUT THE STORY

The ultimate goal of a yearbook is to include every student. Take time to ensure every student is covered.

### *Next Level* ▶ Zero zeros — p.32

All students deserve to be remembered, and their stories told in our books. Coverage will not create itself. Take time to seek out every student's story.

## 3. CLIMB THE LADDER

Organizing coverage and using a ladder to plan your yearbook spread by spread is the key to meeting deadlines.

### *Essentials* ▶ Plan your ladder — p.24

One of the first things a staff should do is fill out a ladder to map the content for specific pages.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Ladder-Planning.pdf>

## 4. KEEP THE RECORD

No matter what you choose to cover in the rest of the book, there are specific record-keeping elements you must include.

### *Skill-builder* ▶ Truly, the only permanent record — p.09

Understand the responsibility of creating the only permanent record of the school.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Truly-The-Only-Permanent-Record.pdf>

## 5. KNOW YOUR AUDIENCE

Look to your student body to find the flavor of your yearbook.

### *Essentials* ▶ Who's in the yearbook? — p.07

The purpose and function of a yearbook determines coverage. Develop theme, ladder and contents with your answers to these questions.

## 1. CAPTION THAT

Captions are easier than they appear. Using the formula, every student in class will write journalistic captions.

### **Essentials** ▶ Writing captions — p.16

Learn to write journalistic captions with as much detail as possible. An ABCDQ caption is a mini story, but not every caption has to be ABCDQ.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Practicing-Captions.pdf>

## 2. DON'T GET TENSE

It's easy to learn and easier to forget. Make sure writers and editors have a close eye on the past tense.

### **Essentials** ▶ Understanding tense — p.29

As you write copy, tense may not be at the top of your mind. Make sure you write in past tense because yearbook coverage all happened in the past.

## 3. REPORTING, NOT WRITING

We are reporters. Not writers. Help students understand the difference and win the battle against editorializing.

### **Essentials** ▶ Understand reporting — p.06

Remember, an interview is just a conversation and most people love to talk about themselves.

## 4. INTERVIEWING ESSENTIALS

Nobody is comfortable on their first interview. Nobody is comfortable on their second interview. Practice and prepare what you can.

### **Essentials** ▶ Make an interview work — p.09

You can't write a good story without talking to people. Find sources, listen to them, allow them to tell their stories and ask follow-up questions until you have your story.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/09/Interview-Lesson-Plan-2.pdf>

## 5. WHAT'S YOUR ANGLE

If you want people to read the book, you need to earn their attention. Writing tight stories that define the year is your best selling strategy.

### **Essentials** ▶ Identifying angle — p.14

The goal is to tell a specific, engaging story while informing and entertaining your audience.

## 1. PHOTO COMPOSITION MATTERS

You don't need to have a fancy camera to take good photos if you know what to look for. These tips will guide you to new and interesting shots.

**Essentials** ▶ **Composing good photos — p.06**

Learn 10 basic principles of photo composition to make the most appealing images.

## 2. LIGHTING THE WAY

Lighting can make or break your images. Light is life for your photos.

**Next Level** ▶ **Understanding light — p.22**

Understand how and when to use different types of lighting.

## 3. CHOOSING PHOTO SETTINGS

Understand how to use the best settings for your photo.

**Essentials** ▶ **Analyzing priorities — p.32**

Once you master these functions, you can shoot with confidence.

## 4. TAKE DIFFERENT TYPES OF PICTURES

Your pictures should not all look the same. Make sure to have all types of shots to tell the authentic story of the year.

**Essentials** ▶ **Understanding coverage — p.24**

Having a variety of photos will help you cover the story of the year. It's your job to capture the entire visual story.

## 5. BE ETHICAL

Do not misrepresent reality. Your goal is to visually report significant events and viewpoints authentically.

**Essentials** ▶ **Understanding ethics — p.36**

With the prevalence of digital photo enhancement comes the question of photo ethics. Staffs need to know when and how it's appropriate to use technology to improve photos and illustrate stories.

### 1. PAGE HIERARCHY

Give importance to the right stories by designing with clear order.

*Essentials* ▶ Understanding hierarchy — p.04

We see the largest elements on a spread first, so make a plan.

### 2. MODULAR DESIGN

Learn it. Live it. Square One™ is the answer to your design dilemma.

*Essentials* ▶ Understanding modular design — p.06

Breaking a spread into mods of different sizes creates many levels of coverage. This helps a staff include more students in the yearbook.

<https://yearbookdiscoveries.com/customeraccess-curriculum-layout-and-design>

### 3. LEVELS OF SPACING

The three levels of spacing lend a consistent look to your book.

*Essentials* ▶ Know the grid — p.10

Learn how to use the grid by understanding the different levels of spacing involved in a spread.

### 4. PRINCIPLES OF DESIGN

Make educated decisions for everything in your book. Design is not decoration.

*Essentials* ▶ Understanding design principles — p.24

Understanding the design principles will help you make calculated decisions. There should be a reason for every decision made.

### 5. BASIC TYPOGRAPHY

Know categories of type and how they interact with each other to create the best visual for your readers.

*Expert* ▶ Understanding typography — p.32

Deciding which type you want to use in your publication is difficult. Look at the characters of a font and how they interact with each other before you know if it will be a good choice.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Categories-of-Type.pdf>

### 1. HANDLE CLUB PICTURE DAY

It's a process, and it's laid out in detail here. We've got it down to a science.

**Essentials** ▶ **Conquering club photos** — p.08

Keep everyone in the loop and organized with thorough emails, photo passes and student announcements.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Photo-Day-Checklist.pdf>

### 2. INDEX TRICKS

It's not as hard as it looks. Use our tools and these tips to make your index.

**Skill-builder** ▶ **Middle name trick** — p.18

When your index is fully underway — master list of names and pages are uploaded in your Index Builder — you use this method to start cleaning your list.

### 3. COLOPHON CHECKLIST

Check out our handy checklist and get all the right information in your colophon.

**Checklist** ▶ **Colophon elements** — p.20

Begin collecting colophon information with this checklist in mind. Every colophon differs in layout and does not necessarily include every topic noted.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/08/Colophon-checklist.pdf>

### 4. DO YOU KEEP SCORE

Take a look at these sample scoreboards and see how they help comprise the historical record of the year.

**Essentials** ▶ **Reporting scores** — p.12

Include dates and scores of each game, opponent and a complete win-loss-tie record.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Index-Tricks.pdf>

### 5. ADVERTISING TIPS

Boost your bottom line by producing top-notch advertising. Check out these tips and guidelines.

**Expert** ▶ **Engaging with advertising** — p.22

Advertising is any paid space in the yearbook, regardless of the size or content.



## 1. PRACTICAL EXPERIENCE

Everyone must sell the book, but don't overlook a specific business team.

**Essentials** ▶ **Your business staff — p.06**

Business staff must be trustworthy and mature. They are sometimes tasked with handling money and interacting with parents and business owners.

## 2. FOCUS ON SALES

Stay financially afloat and keep organized with eBusiness.

**Skill-builder** ▶ **Financial planning — p.10**

One of the easiest ways to reduce your cost per copy is to sell more books. Book sales are your best profit center.

## 3. ESTABLISH RATES

Ads offset the price of the book, but you must put in the work.

**Essentials** ▶ **Understanding advertising — p.22**

Review your past rates — and current practices in your community — to make sure they fit.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Ad-Sales-History.pdf>

## 4. THE BEST DAY OF THE YEAR

Ensure distribution day is the best day of the year by planning ahead.

**Essentials** ▶ **Handling distribution — p.26**

Distribution Day is an opportunity to make an impression on your school. Make it memorable!

## 5. BUSINESS WORKSHEETS

Know when you sold and how you sold. You must stay organized to sell.

**Skill-builder** ▶ **Tracking book sales — p.31**

Use this form to record book sales at the end of each campaign/price level. This will help you determine the influence of different strategies.

<https://yearbookdiscoveries.com/wp-content/uploads/2018/07/Tracking-Book-Sales.pdf>