

FIRST 30 DAYS

ONLINE DESIGN

FIRST 30 DAYS ONLINE DESIGN

With the start of the school year, it's time to kick off your yearbook. Use this document as a guide for teaching the first 30 days of yearbook.

Walsworth's new *Yearbook Suite* curriculum provides short lessons that dive into yearbook activities to get students thinking and creating. The *Using Online Design* manual you received in your Planning Kit helps students become familiar with the online creation tool. While specific lessons and activities from the *Yearbook Suite* and *Using Online Design* are listed here, use your own judgment to select components to begin training your staff in 30 days.

Remember to continue using the additional lessons in the *Using Online Design* manual and the *Yearbook Suite* units mentioned here, plus the units called *Make Copy Shine by Editing* and *Yearbooks, the Law and You*.

Days 1-3

Staff Management Through Team Building

Topic

Staff Organization

Lead

Adviser

Resources

Staff organization charts
Job descriptions
Lesson 2

- Objectives:
1. Understand basic job descriptions and responsibilities of staff positions
 2. Understand different organization structures and decide which would work best for your staff
 3. Begin to understand how you and others on the staff learn so you can effectively work together

Day 4

Online Design/
Using Online Design manual

Topic

OD Staff Management

Lead

Adviser

Resources

OD Help
Permissions area

- Objectives:
1. Editors will understand permissions and how to assign them to staff members
 2. Editors will understand the information displayed for the permissions for each staff member
 3. Editors and staff members will learn to use the messaging features
 4. Editors will learn to view reports regarding staff members' work
 5. Staff members will learn how to access their pages.

Day 5

Finding Your Theme

Topic

Theme Development

Lead

Adviser
Editor

Resources

Lessons 1-2

- Objectives:
1. To distinguish between types of themes
 2. Determine which is the best type of theme for your yearbook
 3. To understand the importance of giving your yearbook a place in time
 4. Learn about clever resources for infusing a theme with a contemporary personality

FIRST 30 DAYS ONLINE DESIGN

Day 6

Finding Your Theme

Topic

Theme Development

Lead

Adviser
Editor

Resources

Lesson 3

- Objectives:
1. Learn practical application of theme in traditional areas of the yearbook
 2. Learn additional ways to incorporate theme throughout the yearbook

Day 7

Coverage: The Heart of the Yearbook

Topic

Coverage

Lead

Adviser
Editor

Resources

Lesson 1

- Objectives:
1. Develop a working definition of coverage
 2. Begin to decide what needs to be covered in this year's book

Day 8

Coverage: The Heart of the Yearbook

Topic

Coverage Approaches

Lead

Adviser
Editor

Resources

Lesson 2

- Objectives:
1. Learn about the different approaches to coverage
 2. Determine which coverage approach best fits the theme this year

Day 9

Coverage: The Heart of the Yearbook

Topic

Ladder

Lead

Adviser
Editor

Resources

Lesson 3

- Objectives:
1. Learn what a ladder is, its purpose and the benefits of using one
 2. Learn to create a ladder that identifies the content of every spread

Day 10

Online Design/
Using Online Design
manual

Topic

OD Ladder

Lead

Adviser

Resources

OD Help
OD Overview Ladder
Lesson 2 in manual

- Objectives:
1. Be able to find and open the Overview Ladder
 2. Find, read, add and edit the information for each spread in the Overview Ladder
 3. Know how to assign spreads to staff members through the Ladder
 4. Know how to edit using the Quick Edit tab and the Detail tab

FIRST 30 DAYS ONLINE DESIGN

Day 11

*Photojournalism:
Telling Stories with
Images*

Topic

Exposures

Lead

Adviser
Editor
Photo editor

Resources

Lesson 2

- Objectives:
1. Understand suggested camera settings to get good photos in different types of light
 2. Learn to adjust camera settings to compensate for lighting conditions in a variety of places

Day 12

*Photojournalism:
Telling Stories with
Images*

Topic

Photo Composition

Lead

Adviser
Editor
Photo editor

Resources

Lessons 8-9

- Objectives:
1. Learn to use the rule of thirds when looking through the viewfinder to frame your images
 2. Learn additional rules of composition that make interesting photos
 3. Learn not to be afraid to get in close or move to another spot to get the image you want

Day 13

*Online Design/
Using Online
Design manual*

Topic

Upload Images

Lead

Adviser
Photography
Editor

Resources

OD Help
OD Upload Images area

- Objectives:
1. Know how to browse files to search for the images to upload
 2. Be able to create categories for image storage
 3. Be able to identify the types of files that can be uploaded
 4. Know how to assign images to spreads

Days 14-15

*Understanding
Why Design Matters*

Topic

Design Basics

Lead

Adviser

Resources

Lessons 1-2

- Objectives:
1. Understand the elements of strong design
 2. Learn to recognize a well-designed yearbook spread
 3. Recognize and use basic design concepts, including column structure, margins and eyeline

Days 16-17

*Understanding
Why Design Matters*

Topic

Designing a Spread

Lead

Adviser

Resources

Lesson 3

- Objective:
1. Learn to put together a yearbook spread using the basic rules of design

FIRST 30 DAYS ONLINE DESIGN

Day 18

*Understanding
Why Design Matters*

Topic

Fonts

Lead

Adviser

Resources

Lesson 4-5

- Objectives:
1. Learn that font selection can play an important role in conveying emotion to readers
 2. Recognize a variety of font categories and typographical effects, including type combinations
 3. Understand how to choose typefaces for a yearbook

Day 19

*Coverage: The Heart
of the Yearbook*

Topic

Developing a Beat System

Lead

Adviser
Editor

Resources

Lesson 4

- Objectives:
1. Develop a beat system to help gather information on groups, people and events
 2. Find new coverage ideas before they happen

Day 20

*The Art of the
Interview*

Topic

Preparing for an interview

Lead

Adviser
Editor

Resources

Lesson 1

- Objectives:
1. Understand the importance of research
 2. Learn how to gather background information
 3. Learn how to construct useful interview questions

Day 21

*The Art of the
Interview*

Topic

Conducting an interview

Lead

Adviser
Editor

Resources

Lesson 2

- Objectives:
1. Learn the skills needed to conduct an interview
 2. Learn effective methods of taking notes

Day 22

*The Art of the
Interview*

Topic

After the interview

Lead

Adviser
Editor

Resources

Lesson 3

- Objectives:
1. Understand the importance of communicating with and following up with interview sources
 2. Learn methods of transcribing notes
 3. Learn to determine the usefulness of the information for the writing process

FIRST 30 DAYS ONLINE DESIGN

Day 23

Writing: Tell Me a Story

Topic

Before you write

Lead

Adviser
Editor

Resources

Lessons 1-2

- Objectives:
1. Learn how to brainstorm for a good story
 2. Learn how to begin conducting research for a story
 3. To become familiar with yearbook writing terms

Day 24

Writing: Tell Me a Story

Topic

The Writing Process

Lead

Adviser
Editor

Resources

Lessons 3-4

- Objectives:
1. Learn what to look for in a good story
 2. Begin to learn how to write a lead
 3. Recognize and write a nut graf
 4. Learn to write the copy after the nut graf

Day 25

Online Design/ Using Online Design manual

Topic

Using Basic Page Editor

Lead

Adviser
Editor

Resources

Lesson 4

- Objectives:
1. Learn the Page Editor's basic functionality, including all of the palettes
 2. Be able to place text and images on a page

Day 26

Online Design/ Using Online Design manual

Topic

Templates and Master Pages

Lead

Adviser
Editor

Resources

Lesson 4

- Objectives:
1. Learn what a template is and why it should be used
 2. Understand master pages and why they should be used
 3. Be able to place a template and a master page on a spread in Online Design
 4. Know how to create custom templates and master pages in Online Design

Day 27

Completing Your Copy With Captions and Headlines

Topic

Writing great captions

Lead

Adviser
Copy Editor
Editor

Resources

Lesson 1

- Objectives:
1. Learn the ABCD formula to write informational captions that identify people and events
 2. Learn to write captions creatively so people will want to read them

FIRST 30 DAYS ONLINE DESIGN

Day 28

*Staff Management
Through Team
Building*

Topic

Teambuilding

Lead

Adviser

Resources

Lesson 5

Objectives:

1. Learn about working together as a team
2. Learn to overcome obstacles as a team
3. Understand the importance of working together as a unit to create the yearbook

Day 29

*Engage Your Audience
and Sell More Yearbooks
with Strategic Marketing*

Topic

Marketing

Lead

Adviser
Marketing Manager

Resources

Lessons 1 and 2

Objectives:

1. Learn how to segment your target audience into groups
2. Learn to create personas for each group
3. Understand the P's of marketing
4. Develop a list of ideas to create your marketing strategy

Day 30

*Online Design/
Using Online
Design manual*

Topic

Portraits

Lead

Adviser
Editor

Resources

Lesson 7

Objectives:

1. Understand how to use the Student Body area to view portrait images
2. Know how to edit portrait information
3. Be able to create new portrait information
4. Know how to flow portraits onto the page using the Portrait Flowing Wizard