

FIRST 30 DAYS
ONLINE DESIGN 2016

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

Walsworth's *Yearbook Suite* curriculum provides short lessons that dive into yearbook activities to get students thinking and creating, and the *Using Online Design 2016* 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 sections in the *Using Online Design 2016* manual and the lessons from the *Yearbook Suite* units mentioned here, plus the units called *Make Copy Shine by Editing* and *Yearbooks, the Law and You*.

Days 1-3 Topic	Resources	Location	Leader
Staff Organization	<i>Staff Management Through Team Building</i>	Staff organization charts Job descriptions Lesson 2	Adviser

- 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 Topic	Resources	Location	Leader
Theme Development	<i>Finding Your Theme</i>	Lessons 1-2	Editor

- 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

Day 5 Topic	Resources	Location	Leader
Theme Development	<i>Finding Your Theme</i>	Lesson 3	Adviser Editor

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

Day 6 Topic	Resources	Location	Leader
Coverage	<i>Coverage: The Heart of the Yearbook</i>	Lesson 1	Adviser Editor

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

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Day 7 Topic Coverage Approaches	Resources <i>Coverage: The Heart of the Yearbook</i>	Location Lesson 2	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 1. Learn about the different approaches to coverage 2. Determine which coverage approach best fits the theme this year 			
Day 8 Topic Ladder	Resources <i>Coverage: The Heart of the Yearbook</i>	Location Lesson 3 Ladder in the Planning Kit	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 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 9 Topic Getting Started, Plan Book	Resources <i>Using Online Design 2016</i> manual	Location Sections 1-2 Pages 8-17 (user accounts already set up)	Leader Adviser
Objectives: <ol style="list-style-type: none"> 1. Learn the home page and what functionality is available and where it's located 2. Learn how to use the Message Center 3. Learn how to use To-Do's 4. Learn how to work in the Plan Book area, starting with the ladder 5. Editors learn to assign spreads and enter in titles, due dates and color information 			
Day 10 Topic Exposures	Resources <i>Photojournalism: Telling Stories with Images</i>	Location Lesson 2	Leader Adviser Editor Photo Editor
Objectives: <ol style="list-style-type: none"> 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 11 Topic Photo Composition	Resources <i>Photojournalism: Telling Stories with Images</i>	Location Lessons 8-9	Leader Adviser Editor Photo Editor
Objectives: <ol style="list-style-type: none"> 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 			

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Day 12 Topic Working with Photos	Resources <i>Using Online Design 2016 manual</i>	Location Section 3	Leader Adviser
Objectives: <ol style="list-style-type: none"> 1. Learn to create photo albums 2. Learn to upload photos 3. Learn to edit, tag and recommend images 4. Know how to work with Walsworth's ClikArt and Backgrounds 			
Day 13 Topic Developing a Beat System	Resources <i>Coverage: The Heart of the Yearbook</i>	Location Lesson 4	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 1. Develop a beat system to help gather information on groups, people and events 2. Find new coverage ideas before they happen 			
Day 14 Topic Preparing for an interview	Resources <i>The Art of the Interview</i>	Location Lesson 1	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 1. Understand the importance of research 2. Learn how to gather background information 3. Learn how to construct useful interview questions 			
Day 15 Topic Conducting an interview	Resources <i>The Art of the Interview</i>	Location Lesson 2	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 1. Learn the skills needed to conduct an interview 2. Learn effective methods of taking notes 			
Day 16 Topic After the interview	Resources <i>The Art of the Interview</i>	Location Lesson 3	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 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 			

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Day 17 Topic Before you write	Resources <i>Writing: Tell Me a Story</i>	Location Lessons 1-2	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 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 18 Topic The Writing Process	Resources <i>Writing: Tell Me a Story</i>	Location Lessons 3-4	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 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 			
Days 19-20 Topic Design Basics	Resources <i>Understanding Why Design Matters</i>	Location Lessons 1-2	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 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 21-22 Topic Designing a Spread	Resources <i>Understanding Why Design Matters</i>	Location Lesson 3	Leader Adviser Editor
Objective: <ol style="list-style-type: none"> 1. Learn to put together a yearbook spread using the basic rules of design 			
Day 23 Topic Fonts	Resources <i>Understanding Why Design Matters</i>	Location Lessons 4-5	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 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 24 Topic Page Editor	Resources <i>Using Online Design 2016 manual</i>	Location Section 4	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 1. Learn how to launch a Page Editor session 2. Learn how to use the primary menus, tools and palettes within Page Editor 3. Be able to place text and images on a page 			

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Day 25 Topic Templates and Master Pages	Resources <i>Using Online Design 2016 manual</i>	Location Section 5	Leader Adviser Editor
Objectives: <ol style="list-style-type: none"> 1. Learn to create custom templates 2. Learn how to assign templates to pages 3. Understand how to work with master pages 			
Day 26 Topic Writing great captions	Resources <i>Completing Your Copy With Captions and Headlines</i>	Location Lesson 1	Leader Adviser Copy Editor Editor
Objectives: <ol style="list-style-type: none"> 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 			
Day 27 Topic Teambuilding	Resources <i>Staff Management Through Team Building</i>	Location Lesson 5	Leader Adviser
Objectives: <ol style="list-style-type: none"> 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 28 Topic Intro to Marketing	Resources <i>Engage Your Audience and Sell More Yearbooks with Strategic Marketing</i>	Location Lessons 1-2	Leader Adviser Marketing Manager
Objectives: <ol style="list-style-type: none"> 1. Learn how to segment your target audience into groups 2. Learn how to create personas for each group 3. Learn the P's of marketing 4. Learn how to develop your comprehensive list to create a well-thought-out marketing plan 			
Day 29 Topic Marketing tools	Resources <i>Engage Your Audience and Sell More Yearbooks with Strategic Marketing</i>	Location Lesson 3	Leader Adviser Marketing Manager
Objectives: <ol style="list-style-type: none"> 1. Learn about the different types of marketing tactics available 2. Learn why different tactics are needed for each audience 3. Create your marketing plan 			

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Day 30 Topic	Resources	Location	Leader
Portraits	<i>Using Online Design 2016</i> manual	Section 6	Adviser Editor
Objectives:	<ol style="list-style-type: none">1. Learn to edit student information2. Learn to customize the style and adjust the settings of your portraits3. Learn how to flow portraits onto the pages		