

FIRST 30 DAYS

INDESIGN

FIRST 30 DAYS INDESIGN

With the start of the school year, it's time to kick off your yearbook training. Use this document as a guide for teaching during 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 InDesign* manual PDF located at yearbookhelp.com will allow students to become familiar with the software. While specific lessons and activities from the *Yearbook Suite* and *Using InDesign* are listed here, use your judgment to select components to begin training your staff in 30 days.

Remember to continue using the additional lessons in the *Using InDesign* 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 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. Distinguish between types of themes
 2. Determine which is the best type of theme for your yearbook
 3. 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

Coverage: The Heart of the Yearbook

Location

Lesson 2

Leader

Adviser
Editor

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

Day 8 Topic

Ladder

Resources

Coverage: The Heart of the Yearbook

Location

Lesson 3
Ladder in the Planning Kit

Leader

Adviser
Editor

- 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 9 Topic

Exposures

Resources

Photojournalism: Telling Stories with Images

Location

Lesson 2

Leader

Adviser
Editor
Photo Editor

- 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 10 Topic

Photo Composition

Resources

Photojournalism: Telling Stories with Images

Location

Lessons 8-9

Leader

Adviser
Editor
Photo Editor

- 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 11 Topic

File management and fonts

Resources

Using InDesign manual

Location

Lesson 1

Leader

Adviser

- Objectives:
1. Learn Walsworth's file and folder management system.
 2. Begin setting up your file folder system
 3. Understand why you should use AWPC fonts.
 4. Learn about protecting files from disaster.

Day 12 Topic

Developing a Beat System

Resources

Coverage: The Heart of the Yearbook

Location

Lesson 4

Leader

Adviser
Editor

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

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Day 13 Topic

Preparing for an interview

Resources

The Art of the Interview

Location

Lesson 1

Leader

Adviser
Editor

Objectives:

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

Day 14 Topic

Conducting an interview

Resources

The Art of the Interview

Location

Lesson 2

Leader

Adviser
Editor

Objectives:

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

Day 15 Topic

After the interview

Resources

The Art of the Interview

Location

Lesson 3

Leader

Adviser
Editor

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

Day 16 Topic

Before you write

Resources

Writing: Tell Me a Story

Location

Lessons 1-2

Leader

Adviser
Editor

Objectives:

1. Learn how to brainstorm for a good story
2. Learn how to begin conducting research for a story
3. Become familiar with yearbook writing terms

Day 17 Topic

The Writing Process

Resources

Writing: Tell Me a Story

Location

Lessons 3-4

Leader

Adviser
Editor

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

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Days 18-19 Topic

Design Basics

Resources

Understanding
Why Design Matters

Location

Lessons 1-2

Leader

Adviser
Editor

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 20-21 Topic

Designing a Spread

Resources

Understanding
Why Design Matters

Location

Lesson 3

Leader

Adviser
Editor

Objective:

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

Day 22 Topic

Fonts

Resources

Understanding
Why Design Matters

Location

Lessons 4-5

Leader

Adviser
Editor

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 23 Topic

InDesign Basics

Resources

Using InDesign
manual

Location

Lesson 2

Leader

Adviser
Editor

Objectives:

1. Understand the basic InDesign tools and work area.
2. Know how to use the InDesign Toolbox.
3. Know how to access InDesign palettes.
4. Know how to work with text, color, shapes and guides.

Day 24 Topic

Walsworth's Enhancements

Resources

Using InDesign
manual

Location

Lesson 3
Plug it in pages 31-32
Activities pages 35-37, 44-45

Leader

Adviser
Editor

Objectives:

1. Be able to install a Designer Series or Total Design template.
2. Know when and how to use the Express Library.
3. Be able to mirror a page layout.

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Day 25 Topic	Resources	Location	Leader
Working with images	<i>Using InDesign manual</i>	Lesson 3 Plug it in pages 33-34 Activities pages 38-43	Adviser Editor

- Objectives:
1. Be able to work with images and the Image Placer.
 2. Know how to create a portrait page from Panel Maker.

Day 26 Topic	Resources	Location	Leader
Master Book and Master Pages	<i>Using InDesign manual</i>	Lesson 4	Adviser Editor

- Objectives:
1. Learn to create a page starting from a new spread.
 2. Learn how to change folio text.
 3. Learn how to add color.
 4. Understand the concept of a master book.
 5. Learn to create files using the File Builder Enhancement.

Day 27 Topic	Resources	Location	Leader
Writing great captions	<i>Completing Your Copy With Captions and Headlines</i>	Lesson 1	Adviser Copy Editor Editor

- 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

Day 28 Topic	Resources	Location	Leader
Teambuilding	<i>Staff Management Through Team Building</i>	Lesson 5	Adviser

- 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 Topic	Resources	Location	Leader
Intro to Marketing	<i>Engage Your Audience and Sell More Yearbooks with Strategic Marketing</i>	Lessons 1-2	Adviser Marketing Manager

- Objectives:
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

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Day 30 Topic

Marketing tools

Resources

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

Location

Lesson 3

Leader

Adviser
Marketing Manager

Objectives:

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