

FIRST 30 DAYS  
ONLINE DESIGN 2016

# FIRST 30 DAYS ONLINE DESIGN 2016

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<br>Job descriptions<br>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<br>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<br>Editor |

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

**FIRST 30 DAYS**  
**ONLINE DESIGN 2016**

| <b>Day 7 Topic</b>  | <b>Resources</b>                           | <b>Location</b> | <b>Leader</b>     |
|---------------------|--|-----------------|-------------------|
| Coverage Approaches | <i>Coverage: The Heart of the Yearbook</i> | Lesson 2        | Adviser<br>Editor |

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

| <b>Day 8 Topic</b> | <b>Resources</b>                           | <b>Location</b>                        | <b>Leader</b>     |
|--------------------|--|--|-------------------|
| Ladder             | <i>Coverage: The Heart of the Yearbook</i> | Lesson 3<br>Ladder in the Planning Kit | Adviser<br>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

| <b>Day 9 Topic</b>         | <b>Resources</b>                       | <b>Location</b>  | <b>Leader</b> |
|----------------------------|--|--|---------------|
| Getting Started, Plan Book | <i>Using Online Design 2016</i> manual | Sections 1-2<br>Pages 8-17<br>(user accounts already set up) | Adviser       |

- Objectives:
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

| <b>Day 10 Topic</b> | <b>Resources</b>                                    | <b>Location</b> | <b>Leader</b>                     |
|---------------------|---|-----------------|-----------------------------------|
| Exposures           | <i>Photojournalism: Telling Stories with Images</i> | Lesson 2        | Adviser<br>Editor<br>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

| <b>Day 11 Topic</b> | <b>Resources</b>                                    | <b>Location</b> | <b>Leader</b>                     |
|---------------------|---|-----------------|-----------------------------------|
| Photo Composition   | <i>Photojournalism: Telling Stories with Images</i> | Lessons 8-9     | Adviser<br>Editor<br>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

# FIRST 30 DAYS ONLINE DESIGN 2016

| Day 12 Topic        | Resources                              | Location  | Leader  |
|---------------------|--|-----------|---------|
| Working with Photos | <i>Using Online Design 2016</i> manual | Section 3 | Adviser |

- Objectives:
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             | Resources                                  | Location | Leader            |
|--------------------------|--|----------|-------------------|
| Developing a Beat System | <i>Coverage: The Heart of the Yearbook</i> | Lesson 4 | Adviser<br>Editor |

- Objectives:
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               | Resources                       | Location | Leader            |
|----------------------------|---------------------------------|----------|-------------------|
| Preparing for an interview | <i>The Art of the Interview</i> | Lesson 1 | Adviser<br>Editor |

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

| Day 15 Topic            | Resources                       | Location | Leader            |
|-------------------------|---------------------------------|----------|-------------------|
| Conducting an interview | <i>The Art of the Interview</i> | Lesson 2 | Adviser<br>Editor |

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

| Day 16 Topic        | Resources                       | Location | Leader            |
|---------------------|---------------------------------|----------|-------------------|
| After the interview | <i>The Art of the Interview</i> | Lesson 3 | Adviser<br>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

# FIRST 30 DAYS ONLINE DESIGN 2016

## Day 17 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. To become familiar with yearbook writing terms

## Day 18 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

## Days 19-20 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 21-22 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 23 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 24 Topic

Page Editor

## Resources

*Using Online Design 2016 manual*

## Location

Section 4

## Leader

Adviser  
Editor

- Objectives:
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

**FIRST 30 DAYS**  
**ONLINE DESIGN 2016**

| <b>Day 25 Topic</b>        | <b>Resources</b>                       | <b>Location</b> | <b>Leader</b>     |
|----------------------------|--|-----------------|-------------------|
| Templates and Master Pages | <i>Using Online Design 2016 manual</i> | Section 5       | Adviser<br>Editor |

- Objectives:
1. Learn to create custom templates
  2. Learn how to assign templates to pages
  3. Understand how to work with master pages

| <b>Day 26 Topic</b>    | <b>Resources</b>  | <b>Location</b> | <b>Leader</b>                    |
|------------------------|---|-----------------|----------------------------------|
| Writing great captions | <i>Completing Your Copy With Captions and Headlines</i> | Lesson 1        | Adviser<br>Copy Editor<br>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

| <b>Day 27 Topic</b> | <b>Resources</b>                              | <b>Location</b> | <b>Leader</b> |
|---------------------|---|-----------------|---------------|
| 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

| <b>Day 28 Topic</b> | <b>Resources</b>   | <b>Location</b> | <b>Leader</b>                |
|---------------------|--|-----------------|------------------------------|
| Intro to Marketing  | <i>Engage Your Audience and Sell More Yearbooks with Strategic Marketing</i> | Lessons 1-2     | Adviser<br>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

| <b>Day 29 Topic</b> | <b>Resources</b>   | <b>Location</b> | <b>Leader</b>                |
|---------------------|--|-----------------|------------------------------|
| Marketing tools     | <i>Engage Your Audience and Sell More Yearbooks with Strategic Marketing</i> | Lesson 3        | Adviser<br>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

FIRST 30 DAYS  
ONLINE DESIGN 2016

---

**Day 30 Topic**

Portraits

**Resources**

*Using Online  
Design 2016* manual

**Location**

Section 6

**Leader**

Adviser  
Editor

Objectives:

1. Learn to edit student information
2. Learn to customize the style and adjust the settings of your portraits
3. Learn how to flow portraits onto the pages