

FIRST 30 DAYS

LESSON PLAN

# FIRST 30 DAYS LESSON PLAN

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.

This First 30 Days Lesson Plan guides you through using the *Yearbook Suite* curriculum. The *Yearbook Suite* is a series of units teaching students specific yearbook topics using short lessons and activities. Throughout this lesson plan, the *Yearbook Suite* unit is identified under the Resources column. This lesson plan also guides you how to use other resources that Walsworth provides, including the *Using InDesign* and *Using Online Design* manuals which are available as PDFs. Those two manuals will allow students to become familiar with the software or online creation tool you are using to create your book.

Yearbookhelp.com will also be a valuable resource for you to use during your first thirty days and beyond. Note: You will need to be logged into Yearbook 360 to access yearbookhelp.com pages.

You can also reference our eBooks, webinars and podcasts online at [walsworthyearbooks.com/ebooks](http://walsworthyearbooks.com/ebooks), [walsworthyearbooks.com/webinars](http://walsworthyearbooks.com/webinars) and [walsworthyearbooks.com/podcasts](http://walsworthyearbooks.com/podcasts).

Days 1-3 Topic	Resources	Location	Leader
Staff Organization	<a href="#">Staff Management Through Team Building unit</a>	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	<a href="#">Finding Your Theme unit</a>	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	<a href="#">Finding Your Theme unit</a>	Lesson 3 Editor	Adviser

- 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	<a href="#">Coverage: The Heart of the Yearbook unit</a>	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	Resources	Location	Leader
Coverage Approaches	<i>Coverage: The Heart of the Yearbook unit</i>	Lesson 2	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	Resources	Location	Leader
Ladder	<i>Coverage: The Heart of the Yearbook Ladder unit</i>	Lesson 3  Ladder poster in the Planning Kit	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	Resources	Location	Leader
<b>InDesign</b> File management and fonts	<i>Using InDesign manual unit</i>	Lesson 1	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

Online Design	Resources	Location	Leader
Getting Started Plan Book	<ul style="list-style-type: none"> <li>• Online Design's Home Page</li> <li>• Understanding Spread Color Coding</li> <li>• Using the Message Center</li> <li>• Using To-Do's</li> <li>• Getting Organized With Plan Book Area</li> <li>• Choosing Fonts</li> <li>• Setting Up Color Styles</li> <li>• Enter Spread Details</li> <li>• Assign Staff to Spreads</li> </ul>	<a href="http://help.walworthyearbooks.com/odhomepage">help.walworthyearbooks.com/odhomepage</a>  <a href="http://help.walworthyearbooks.com/color-coding">help.walworthyearbooks.com/color-coding</a> <a href="http://help.walworthyearbooks.com/messages">help.walworthyearbooks.com/messages</a> <a href="http://help.walworthyearbooks.com/to-dos">help.walworthyearbooks.com/to-dos</a>  <a href="http://help.walworthyearbooks.com/ladder">help.walworthyearbooks.com/ladder</a> <a href="http://help.walworthyearbooks.com/fonts">help.walworthyearbooks.com/fonts</a> <a href="http://help.walworthyearbooks.com/color-styles">help.walworthyearbooks.com/color-styles</a> <a href="http://help.walworthyearbooks.com/spreads">help.walworthyearbooks.com/spreads</a> <a href="http://help.walworthyearbooks.com/spreads">help.walworthyearbooks.com/spreads</a> (NOTE: staff user accounts must be set up prior to this step)	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-Dos
  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	Resources	Location	Leader
Exposures	<i>Photojournalism: Telling Stories with Images unit</i>	Lesson 2	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

# FIRST 30 DAYS LESSON PLAN

**Day 11 Topic**  
Photo Composition

**Resources**  
*Photojournalism:  
Telling Stories with  
Images* unit

**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 image
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 12 Topic**  
**InDesign**  
Working with Photos

**Resources**  
*Using InDesign*  
PDF

**Location**  
Lesson 3  
Plug it in pages 33-34  
Activities pages 38-43

**Leader**  
Adviser  
Editor

Objectives:

1. Be able to work with images
2. Know how to create a portrait page using Portrait Center

**Online Design**  
Working with Photos

**Resources**

- Working With Photos
- Create Photo Albums
- Uploading Images
- Tagging Images
- Recommending Images
- Editing Images
- Using KlikArt and Backgrounds

**Location**

[help.walsworthyearbooks.com/photos](http://help.walsworthyearbooks.com/photos)  
[help.walsworthyearbooks.com/albums](http://help.walsworthyearbooks.com/albums)  
[help.walsworthyearbooks.com/uploading](http://help.walsworthyearbooks.com/uploading)  
[help.walsworthyearbooks.com/tagging](http://help.walsworthyearbooks.com/tagging)  
[help.walsworthyearbooks.com/recommending](http://help.walsworthyearbooks.com/recommending)  
[help.walsworthyearbooks.com/editing-images](http://help.walsworthyearbooks.com/editing-images)

[help.walsworthyearbooks.com/clikart-backgrounds](http://help.walsworthyearbooks.com/clikart-backgrounds)

**Leader**  
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 KlikArt and Backgrounds

**Day 13 Topic**  
**InDesign**  
Developing a Beat System

**Resources**  
*Coverage: The Heart  
of the Yearbook* unit

**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

**Online Design**  
Developing a Beat System

**Resources**  
*Coverage: The Heart  
of the Yearbook* unit

**Location**  
Lesson 4

**Leader**  
Adviser  
Editor

Objectives:

1. Develop a beat system to help gather information on groups, people and events
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# FIRST 30 DAYS LESSON PLAN

<b>Day 14 Topic</b> Preparing for an interview	<b>Resources</b> <i>The Art of the Interview</i> unit	<b>Location</b> Lesson 1	<b>Leader</b> Adviser Editor
Objectives:	<ol style="list-style-type: none"> <li>1. Understand the importance of research</li> <li>2. Learn how to gather background information</li> <li>3. Learn how to construct useful interview questions</li> </ol>		
<b>Day 15 Topic</b> Conducting an interview	<b>Resources</b> <i>The Art of the Interview</i> unit	<b>Location</b> Lesson 2	<b>Leader</b> Adviser Editor
Objectives:	<ol style="list-style-type: none"> <li>1. Learn the skills needed to conduct an interview</li> <li>2. Learn effective methods of taking notes</li> </ol>		
<b>Day 16 Topic</b> After the interview	<b>Resources</b> <i>The Art of the Interview</i> unit	<b>Location</b> Lesson 3	<b>Leader</b> Adviser Editor
Objectives:	<ol style="list-style-type: none"> <li>1. Understand the importance of communicating with and following up with interview sources</li> <li>2. Learn methods of transcribing notes</li> <li>3. Learn to determine the usefulness of the information for the writing process</li> </ol>		
<b>Day 17 Topic</b> Before you write	<b>Resources</b> <i>Writing: Tell Me a Story</i> unit	<b>Location</b> Lessons 1-2	<b>Leader</b> Adviser Editor
Objectives:	<ol style="list-style-type: none"> <li>1. Learn how to brainstorm for a good story</li> <li>2. Learn how to begin conducting research for a story</li> <li>3. Become familiar with yearbook writing terms</li> </ol>		
<b>Day 18 Topic</b> The Writing Process	<b>Resources</b> <i>Writing: Tell Me a Story</i> unit	<b>Location</b> Lessons 3-4	<b>Leader</b> Adviser Editor
Objectives:	<ol style="list-style-type: none"> <li>1. Learn what to look for in a good story</li> <li>2. Begin to learn how to write a lead</li> <li>3. Recognize and write a nut graf</li> <li>4. Learn to write the copy after the nut graf</li> </ol>		

# FIRST 30 DAYS LESSON PLAN

Day 19-20 Topic	Resources	Location	Leader
Design Basics	<i>Understanding Why Design Matters</i> unit	Lessons 1-2	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

Day 21-22 Topic	Resources	Location	Leader
Designing a Spread	<i>Understanding Why Design Matters</i> unit	Lesson 3	Adviser Editor

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

Day 23 Topic	Resources	Location	Leader
Fonts	<i>Understanding Why Design Matters</i> unit	Lessons 4-5	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	Resources	Location	Leader
<b>InDesign</b> InDesign Basics	<i>Using InDesign</i> PDF	Lesson 2	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

Online Design	Resources	Location	Leader
Page Editor	<ul style="list-style-type: none"> <li>• Getting to Know Page Editor</li> <li>• Launching a Page Editor Session</li> </ul>	<a href="http://help.walworthyearbooks.com/clickart-backgrounds">help.walworthyearbooks.com/clickart-backgrounds</a>  <a href="http://help.walworthyearbooks.com/page-editor">help.walworthyearbooks.com/page-editor</a>	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 LESSON PLAN

Day 25 Topic	Resources	Location	Leader
<b>InDesign</b> Walsworth's Enhancements	<a href="#">Using InDesign PDF</a>	Lesson 3 Plug it in pages 31-32 Activities pages 35-37, 44-45	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

Online Design	Resources	Location	Leader
Templates and Master Pages	<ul style="list-style-type: none"> <li>• Creating a Custom Template</li> <li>• Assigning Templates Creating and Editing</li> <li>• Master Pages</li> <li>• Assigning Master Pages</li> </ul>	<a href="http://help.walsworthyearbooks.com/custom-templates">help.walsworthyearbooks.com/custom-templates</a> <a href="http://help.walsworthyearbooks.com/assigning-templates">help.walsworthyearbooks.com/assigning-templates</a>  <a href="http://help.walsworthyearbooks.com/creating-master-pages">help.walsworthyearbooks.com/creating-master-pages</a> <a href="http://help.walsworthyearbooks.com/assigning-master-pages">help.walsworthyearbooks.com/assigning-master-pages</a>	Adviser Editor

- Objectives:
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	Resources	Location	Leader
<b>InDesign</b> Master Book and Master Pages	<a href="#">Using InDesign PDF</a>	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

Online Design	Resources	Location	Leader
Portraits	<ul style="list-style-type: none"> <li>• Working With Portraits</li> <li>• Editing Student Information</li> <li>• Portrait Flowing Process</li> </ul>	<a href="http://help.walsworthyearbooks.com/portraits">help.walsworthyearbooks.com/portraits</a> <a href="http://help.walsworthyearbooks.com/editing-student-info">help.walsworthyearbooks.com/editing-student-info</a> <a href="http://help.walsworthyearbooks.com/portrait-flow">help.walsworthyearbooks.com/portrait-flow</a>	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

Day 27 Topic	Resources	Location	Leader
Writing great captions	<a href="#">Completing Your Copy With Captions and Headlines unit</a>	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

# FIRST 30 DAYS LESSON PLAN

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<b>Day 28 Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Team building	<i>Staff Management Through Team Building unit</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

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<b>Day 29 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 unit</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 into a strategic marketing plan

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<b>Day 30 Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Marketing tools	<i>Engage Your Audience and Sell More Yearbooks with Strategic Marketing unit</i>	Lesson 3	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
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