

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 train 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*.

You can also reference our eBooks, webinars and podcasts online at walsworthyearbooks.com/ebooks, walsworthyearbooks.com/webinars and walsworthyearbooks.com/podcasts.

Days 1-3 Topic	Resources	Location	Leader
Staff Organization	Staff Management Through Team Building	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	Finding Your Theme	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	Finding Your Theme	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	Coverage: The Heart of the Yearbook	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</i>	Lesson 2	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	Resources	Location	Leader
Ladder	<i>Coverage: The Heart of the Yearbook</i> Ladder	Lesson 3 Ladder in the Planning Kit	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	Resources	Location	Leader
Exposures	<i>Photojournalism: Telling Stories with Images</i>	Lesson 2	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 10 Topic	Resources	Location	Leader
Photo Composition	<i>Photojournalism: Telling Stories with Images</i>	Lessons 8-9	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 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 11 Topic	Resources	Location	Leader
File management and fonts	<i>Using InDesign manual</i>	Lesson 1	Adviser
Objectives:	<ol style="list-style-type: none"> 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	Resources	Location	Leader
Developing a Beat System	<i>Coverage: The Heart of the Yearbook</i>	Lesson 4	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 		

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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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Day 18-19 Topic	Resources	Location	Leader
Design Basics	<i>Understanding Why Design Matters</i>	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 20-21 Topic	Resources	Location	Leader
Designing a Spread	<i>Understanding Why Design Matters</i>	Lesson 3	Adviser Editor

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

Day 22 Topic	Resources	Location	Leader
Fonts	<i>Understanding Why Design Matters</i>	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 23 Topic	Resources	Location	Leader
InDesign Basics	<i>Using InDesign manual</i>	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

Day 24 Topic	Resources	Location	Leader
Walsworth's Enhancements	<i>Using InDesign manual</i>	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

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Day 25 Topic

Working with images

Resources

*Using InDesign
manual*

Location

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

Leader

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

Master Book and
Master Pages

Resources

*Using InDesign
manual*

Location

Lesson 4

Leader

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

Writing great captions

Resources

*Completing Your Copy
With Captions and
Headlines*

Location

Lesson 1

Leader

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

Team building

Resources

*Staff Management
Through Team
Building*

Location

Lesson 5

Leader

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

Intro to Marketing

Resources

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

Location

Lessons 1-2

Leader

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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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