

FIRST 30 DAYS

ONLINE DESIGN

FIRST 30 DAYS ONLINE DESIGN

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 Online Design posts on yearbookhelp.com will allow students to become familiar with the online creation tool. While specific lessons and activities from the *Yearbook Suite* and yearbookhelp.com are listed here, use your own judgment to select components to train your staff in 30 days.

Remember to continue using the additional posts from yearbookhelp.com 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.

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:
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> Online Design Ladder	Lesson 3 Ladder 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
Getting Started, Plan Book	Online Design's Home Page Understanding Spread Color Coding Using the Message Center Using To-Do's Gettting Organized With Plan Book Choosing Fonts Setting Up Color Styles Enter Spread Details Assign Staff to Spreads	help.walsworthyearbooks.com/odhomepage help.walsworthyearbooks.com/color-coding help.walsworthyearbooks.com/messages help.walsworthyearbooks.com/to-dos help.walsworthyearbooks.com/ladder help.walsworthyearbooks.com/fonts help.walsworthyearbooks.com/color-styles help.walsworthyearbooks.com/spreads help.walsworthyearbooks.com/spreads (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-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</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

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Day 11 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 12 Topic

Working with Photos

Resources
 Working With Photos
 Create Photo Albums
 Uploading Images
 Tagging Images
 Recommending Images
 Editing Images
 Using ClikArt and
 Backgrounds

Location
help.walsworthyearbooks.com/photos
help.walsworthyearbooks.com/albums
help.walsworthyearbooks.com/uploading
help.walsworthyearbooks.com/tagging
help.walsworthyearbooks.com/recommending
help.walsworthyearbooks.com/editing-images

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 ClikArt and Backgrounds

Day 13 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

Day 14 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

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Day 15 Topic	Resources	Location	Leader
Conducting an interview	<i>The Art of the Interview</i>	Lesson 2	Adviser 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 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 17 Topic	Resources	Location	Leader
Before you write	<i>Writing: Tell Me a Story</i>	Lessons 1-2	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 18 Topic	Resources	Location	Leader
The Writing Process	<i>Writing: Tell Me a Story</i>	Lessons 3-4	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

Day 19-20 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

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Day 21-22 Topic	Resources	Location	Leader
Designing a Spread	Understanding Why Design Matters	Lesson 3	Adviser Editor

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

Day 23 Topic	Resources	Location	Leader
Fonts	Understanding Why Design Matters	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
Page Editor	Getting to Know Page Editor Launching a Page Editor Session	help.walsworthyearbooks.com/clikart-backgrounds help.walsworthyearbooks.com/page-editor	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

Day 25 Topic	Resources	Location	Leader
Templates and Master Pages	Creating a Custom Template Assigning Templates Creating and Editing Master Pages Assigning Master Pages	help.walsworthyearbooks.com/custom-templates help.walsworthyearbooks.com/assigning-templates help.walsworthyearbooks.com/creating-master-pages help.walsworthyearbooks.com/assigning-master-pages	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
Writing great captions	Completing Your Copy With Captions and Headlines	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

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Day 27 Topic	Resources	Location	Leader
Teambuilding	Staff Management Through Team Building	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 28 Topic	Resources	Location	Leader
Intro to Marketing	Engage Your Audience and Sell More Yearbooks with Strategic Marketing	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

Day 29 Topic	Resources	Location	Leader
Marketing tools	Engage Your Audience and Sell More Yearbooks with Strategic Marketing	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

Day 30 Topic	Resources	Location	Leader
Portraits	Working With Portraits	help.walsworthyearbooks.com/portraits	Adviser
	Editing Student Information	help.walsworthyearbooks.com/editing-student-info	Editor
	Portrait Flowing Process	help.walsworthyearbooks.com/portrait-flow	

- 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