

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 Yearbook 360 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 and walsworthyyearbooks.com/back-to-school 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 walsworthyyearbooks.com/ebooks, walsworthyyearbooks.com/webinars and walsworthyyearbooks.com/podcasts.

Days 1-3 Topic	Resources	Location	Leader
Staff Organization	<i>Staff Management Through Team Building</i> unit	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> unit	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> unit	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	<i>Coverage: The Heart of the Yearbook</i> unit	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
InDesign 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

Yearbook 360	Resources	Location	Leader
Getting Started Plan Book	<ul style="list-style-type: none"> • Yearbook 360 Home Page • Understanding Spread Color Coding • Using the Message Center • Using To-Do's • Getting Organized With Plan Book Area • 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 (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

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Day 11 Topic Photo Composition	Resources <i>Photojournalism: Telling Stories with Images</i> unit	Location Lessons 8-9	Leader Adviser Editor Photo Editor
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- 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 <i>Using InDesign</i> PDF	Location Lesson 3 Plug it in pages 33-34 Activities pages 38-43	Leader Adviser Editor
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- Objectives:
1. Be able to work with images
 2. Know how to create a portrait page using Portrait Center

Yearbook 360 & Online Design Working with Photos	Resources <ul style="list-style-type: none"> • Working With Photos • Create Photo Albums • Uploading Images • Tagging Images • Recommending Images • Editing Images • Using KlikArt 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
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- 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 <i>Coverage: The Heart of the Yearbook</i> unit	Location Lesson 4	Leader Adviser Editor
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- Objectives:
1. Develop a beat system to help gather information on groups, people and events
 2. Find new coverage ideas before they happen

Yearbook 360 & Online Design Developing a Beat System	Resources <i>Coverage: The Heart of the Yearbook</i> unit	Location Lesson 4	Leader Adviser Editor
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- 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 14 Topic	Resources	Location	Leader
Preparing for an interview	<i>The Art of the Interview</i> unit	Lesson 1	Adviser Editor
Objectives:	<ol style="list-style-type: none"> 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> unit	Lesson 2	Adviser Editor
Objectives:	<ol style="list-style-type: none"> 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> unit	Lesson 3	Adviser Editor
Objectives:	<ol style="list-style-type: none"> 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> unit	Lessons 1-2	Adviser Editor
Objectives:	<ol style="list-style-type: none"> 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> unit	Lessons 3-4	Adviser Editor
Objectives:	<ol style="list-style-type: none"> 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 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
InDesign 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

Yearbook 360 Online Design	Resources	Location	Leader
Page Editor	<ul style="list-style-type: none"> • Getting to Know Page Editor • Launching a Page Editor Session 	help.walsworthyearbooks.com/clickart-backgrounds help.walsworthyearbooks.com/page-editor	Adviser Editor

Objectives:

1. Learn how to launch a Page Editor session within Yearbook 360
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

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Day 25 Topic	Resources	Location	Leader
InDesign Walsworth's Enhancements	Using InDesign PDF	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

Yearbook 360 Online Design	Resources	Location	Leader
Templates and Master Pages	<ul style="list-style-type: none"> • 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
InDesign Master Book and Master Pages	Using InDesign PDF	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

Yearbook 360 Online Design	Resources	Location	Leader
Portraits	<ul style="list-style-type: none"> • Working With Portraits • Editing Student Information • Portrait Flowing Process 	help.walsworthyearbooks.com/portraits help.walsworthyearbooks.com/editing-student-info help.walsworthyearbooks.com/portrait-flow	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	Completing Your Copy With Captions and Headlines unit	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 28 Topic	Resources	Location	Leader
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

Day 29 Topic	Resources	Location	Leader
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

Day 30 Topic	Resources	Location	Leader
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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