It all starts here and NOW!

Although daily assignments will be posted on website and updates in lab rooms, listed below are specifications for the assignments you will be completing this week. Some are individual; others are staff assignments. The ultimate product is a Theme Concept Portfolio due at 4:30 p.m. on Day Four. On Day 5, each staff will present a PowerPoint which highlights their work for the week. This can then be used as you present your theme to the adviser and the yearbook staff.

During each session and each conference, we will work together on content and revisions for the major project. All yearbook journalists will benefit from quality hours during time in the computer labs. All work should be neat, well-organized and complete with details so that all other members of the yearbook staff and adviser will be able to understand and appreciate your hard work to develop the theme concept throughout the yearbook. This project is for you, your yearbook staff, your adviser, your school community.

So let's get started NOW!

Intro Card—Completed Day 2 to start morning session

All Yearbook Journalists: Personality Profile

- Gather information and write a personality profile
- Take an environmental photo
- Write an expanded caption and headline that captures tone, mood and energy.

The package will be posted as well as placed on a spread design in the portfolio (see below).

Editor/Staff Theme Concept Portfolio due 4:30 p.m. on Day Four (Organize in binder with sections.)
Use this handout as checklist for specifications of all content in the portfolio.

- Refer to design and idea packets that showcase basic to advanced designs utilizing vertical and horizontal grid structures.
- All designs should maintain column/grid design with consistent spacing and alignment, consistent column width for captions and other repeated modules with specified font style, point size and leading. Stop and start all elements on the grid. Show spot color.
- Brainstorm and explore ideas together to begin verbal/visual examples on workbook pages. (Include this at back of binder.)
- Each spread should include or at least identify specifics for content/coverage in each module.
- Take photographs and/or sketch/mount creative ideas found in other yearbooks and magazines. These can be posted to the Padlet. If you wish, you may print these and place this content at back of binder or you may simply place a link in the PowerPoint you create for your presentation the final day.

Editors and Co-editors

- **Cover** design gives first impression of the yearbook, captivates imagination of reader, and establishes tone, mood and energy. (Verbally, introduces theme directly or subtly. Visually, introduce fonts, lines, shapes and graphics to be developed inside yearbook.)
- **Endsheet** content and design bridges cover to inside coverage, as well as add dimension to tone, mood and energy.
- **Title Page** content and design follows theme and adds layers with vital details.
- **Opening** content and design (with start of opening copy to capture mood and tone) unfolds storytelling layer/Closing brings story full circle. Both reinforce tone, mood and energy of theme.
- **Divider** content and design signals beginning of new section, continues storytelling with meaningful content, reflects theme both verbally and visually.
- **Index** identifies school community and sometimes includes group photographs, profiles or other coverage modules. It unifies the tone, mood and energy throughout the yearbook. (Include complete colophon module for this project.)
- **One section design** continues theme-related design with complete personality profile module OR one spread with variety of personality profile modules and/or variety of alternative story package module designs.
Section Editors or All Other Positions

- Three to four section designs per person with personality profile module on one spread. (copy, headline, photo, expanded caption)

Power Point Presentation: compiled by all yearbook journalists from the school under direction of the editor or his/her appointee; presented by the editor/co-editors

Provide a detailed overview of the theme execution plan:

- Title Slide: Theme and School Name
- Rationale: An explanation of how/why it reflects your school as one-of-a-kind while capturing the story of the year with mood, tone and energy.
- Inspirations: Include a few images of book, magazine, web, or other designs that served as inspiration for your book.
- Cover Slide: Show the cover and introduce the verbal and visual “cool tools” that will be used in the book.
- Visual Development: Identify and describe graphic "cool tools" that will be to create the yearbook's distinctive look.
  - Font
  - Color palette/Color strategy
- Organization/Verbal Spin-offs/Coverage Ideas
  - Chronological or Traditional Structure
  - List spin-offs
  - List at least two theme-related coverage ideas
- Opening/Closing
  - Show design and/or include any copy you have drafted
- Division Pages
- Section-Specific Spreads and/or examples of thematic content modules
  - Show/Discuss how yearbook journalists will develop inside theme ideas through overall content:
    - Folios
    - alternative story packages
    - content specific to each section