IT starts HERE and NOW
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2018 HSJI Yearbook Portfolio
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Although daily assignments will be posted on website and updates in lab rooms, listed below are specifications for the Theme Concept Portfolio due at 4:30 p.m. on Day Four. 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!

Editor/Staff Theme Concept Portfolio due 4:30 p.m. on Day Four (Organize in binder with sections OR electronically.)

- Use theme handout as checklist for specifications of all content in portfolio.
- Refer to design and idea packets, presentations, AND PADLET 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/visuals 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.
- Pull one idea from PADLET from each of the five categories. Include these screenshots/images in your paper or electronic portfolio.

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, shapes and graphics introduced 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 to 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.

**Specialty work:**
Business managers and other section editors, as designated in team conferences, will work on specialized projects AND aspects of the theme/design portfolio.

**Typed content by editor, co-editors or all yearbook journalists from each school**
Provide a detailed discussion and description of the theme execution plan:

1. **Identify theme and discuss how/why it reflects your school as one-of-a-kind while capturing the story of the year with mood, tone and energy.**
2. **Identify and describe content and graphic “cool tools” that will be used as verbal/visual trademarks to create the yearbook’s distinctive look.** (This information will complement the awesome designs generated at the computer!)
3. **Discuss how yearbook journalists will develop inside theme ideas through overall content, folios, spin-offs, alternative story packages and content specific to each section.** (If each section will have a unique spin-off, list each section and the theme-related spinoff for each section.)
4. Show and discuss/describe two or more examples of expanded coverage or different approach to coverage.

Presentation guidelines:

❖ Ideally... groups will prepare a PDF to print and to keep as an electronic record of their work. This printout/electronic version will be shared with the class on Friday morning.
❖ Or... groups will share their portfolio work electronically (we realize creating PDFs and printing may be difficult from some platforms.)
❖ AND each school will select the best of their work to PUBLISH to the student gallery by Thursday at 4:30. If you need help preparing your work to publish, please ask Alanna.