Today's agenda:

8:30 - 9:45  Presentation from Aaron Sharockman
9:45 - 10:00 Design Notes
10:00 - 11:30 Portfolio Work
11:30 - 1:30 Working Lunch
1:30 - 2:00 Notes on writing, fact-checking & coverage
2:00 - 4:30 Portfolio Work
4:30  What’s due: Print your portfolios if you wish
      Post your best work to Padlet
      Post your best designs to HSJI Website

This evening  Karaoke, enjoy!

MediaWise: Yearbook
To follow up on the presentation from Aaron Sharockman, director of Politifact, consider:
  1. How does this apply to yearbook journalism?
  2. Do we always consider ourselves “journalists” when producing a yearbook?
  3. Where can yearbooks fall short in truth telling?
  4. How can you ensure that the information in your yearbook is accurate?

Notes from your letters...
Here’s what YOU want to know:
  1. How to write appropriate expanded captions
     -Photo/Headline activity
  2. How to organize to meet deadlines
     -Ladder examples
  3. How to build team and motivate teammates
     -Build agency, value their work!
     -Look at CMYK activity. Other ideas?

Choices we’re making:
  Type
    -Choose one or two (really, that’s it!) fonts for your book
      -You might consider one feature or display font that shows up on the cover, dividers or a dropcap here or there
    -Less is more!
    -Consistency among sections
    -Think about type families
      -Use the range: bold, condensed, light, thin, etc...
Make these decisions now (or very soon!)

**Type decisions:**
*Headline (display), Subheadline, Copy, Captions*
*... But don’t stop there!*
*Also: Lead-ins, bylines, folio, dropcaps, pull quotes*

**Color**
*Think about color palettes: Cool, Neutral, Warm*
*Resource: Josten’s Color Guide (your publisher has one, too!)*

**Design**
*Are editors designing all pages? Are you designing a framework only? Mods?*
*My presentation on modular design can be found here.*
*Here’s another, including some inspiration for design and color.*

**Alternative Storytelling**
*Try piktochart.com... it's free!*
*Have you determined how your theme will inform stories... not just design?*

**Things to consider:**
*Remember to design within a grid or column structure*
*Build team; know the pulse of your room; know when to take a creation break*