

# BREAK IT DOWN

(or how to use **MINI LESSONS**  
to avoid the “Give me a rock”  
phenomenon)

## PROBLEM:

New staffers keep  
calling it a "title"  
instead of a  
headline.

## PROBLEM:

New staffers keep calling it a "title" instead of a headline.

***We need help with:***  
**BASIC YEARBOOK**  
**VOCABULARY**

# We need help with: Basic yearbook vocabulary

# ACTIVITIES:

- **YBK Basics**  
**PowerPoint**



# Team Scavenger Hunt

## TEAM \_\_\_\_\_

## Yearbook Term Scavenger Hunt

STEP #1: Give a brief definition of each of the following:

1. Body Copy
2. Captions
3. Dominant Package
4. Grid
5. Gutter
6. Headline
7. Justify
8. Ladder
9. Magic Box
10. Mod
11. Mug Shot
12. Pica
13. Proof
14. Spread
15. Subhead
16. Theme

STEP #2: Find and label each of the terms on your yearbook layout.

## PROBLEM:

You ask new someone to check a score in the activities office or deliver a note to the main office and they don't know where that is.

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***We need help with:***  
**INTRODUCING OUR  
STAFF TO THE PEOPLE  
& PLACES THEY NEED  
TO KNOW**

# We need help with:

Introducing our staff to the people & places they need to know

## ACTIVITIES:

- People you need to know –

Amazing  
Race

### Ms. Reilly

Principal



In charge of  
McLean High School!  
Provided funding for our mounted LCD projector  
this year!

**FUN  
FACT**

Has a dog named Joy Full  
(the dog's middle name is  
'Full')

## PROBLEM:

All of our pictures  
are boring.

**PROBLEM:**

All of our pictures are boring.

***We need help with:***  
**Photo Basics**

# We need help with:

## Photo Basics

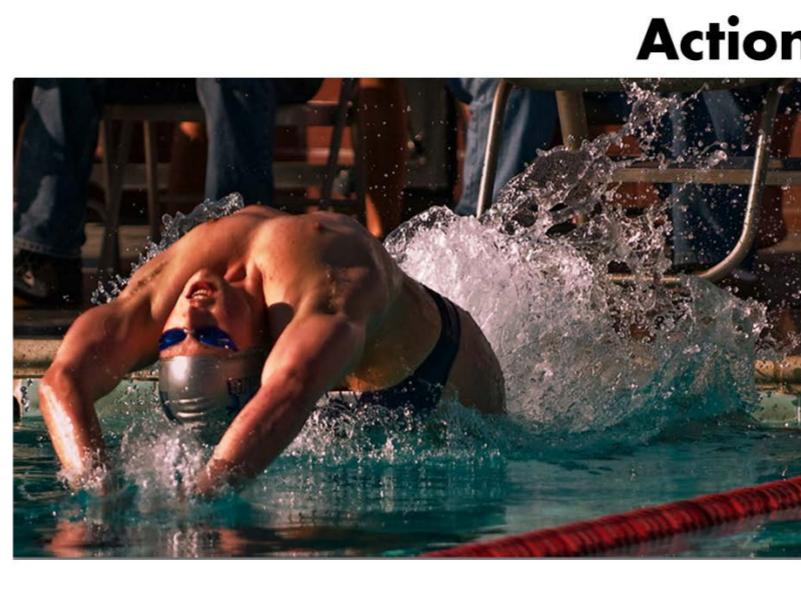
### ACTIVITIES:

# PHOTOS in 5



**Emotion**

2011 NSPA Photo of the Year  
Sports Reaction – Third Place  
Jake Collins / Pilot, Redondo Union HS, Redondo Beach, Calif.



**Action**

**INTEREST**



2007 NSPA Photo of the Year  
Feature Photo - Third Place  
Shannon Soule / Feathered Quill, Westlake HS, Austin, Texas

## PROBLEM:

Some of our staffers  
have never used  
a DSLR.

## PROBLEM:

Some of our staffers have never used a DSLR.

***We need help with:***  
**Camera Basics**

We need help with:  
Camera Basics

# ACTIVITIES: PHOTO OLYMPICS



**SHOOT THE PREPOSITIONS**

Get pictures from at least 3 of the following:

- FRAMING** 
- SCENE** 
- GROUP** 
- INDIVIDUAL** 
- RULE OF THIRDS** 
- BIRD's VIEW** 
- ACTION** 
- WORM's VIEW** 
- EMOTION** 
- DETAIL** 

**Photo Olympics**  
Reminders:

- NO POSED SHOTS!**
- CAMERA STRAP STAYS AROUND THE PHOTOGRAPHER'S NECK AT ALL TIMES**

## PROBLEM:

We have photos saved  
as “DSC000007980898”

We need to make sure staffers  
are uploading their photos to the  
proper location, deleting the bad  
ones and renaming them.

## PROBLEM:

We have photos saved as "DSC07980898"

.

***We need help with:***  
**Photo Selection &**  
**Management**

*We need help with:*  
Photo selection & management

## **ACTIVITIES:**

**Upload Photo Olympics**

**Delete bad**

**Batch Rename**

**Select best / Critique**

## PROBLEM:

We can't think of  
any new coverage  
ideas.

**PROBLEM:**

We can't think of any new coverage ideas.

***We need help with:***  
**Coverage Ideas**

*We need help with:*

We can't think of any new coverage ideas.

**ACTIVITIES:**

**Coverage Survivor**

**Spread Planners**

## PROBLEM:

All of our mods are  
picture-quote.

**PROBLEM:**

All of our mods are picture-quote.

***We need help with:***  
**Mod Ideas**

We need help with:  
Mod ideas.

# ACTIVITIES: 50 Ways to Tell a Story

# Mods on Computer

## 50 ways to tell a story

- 1. 5Ws (who, what, when, where, why)
- 2. Advice
- 3. Autobiography
- 4. Behind the \_\_\_\_\_
- 5. Breakdown
- 6. By the Numbers
- 7. Calendar
- 8. Chart
- 9. Checklist
- 10. Compare / Contrast
- 11. Dos and Don'ts
- 12. Facebook Posts
- 13. Fact box
- 14. Favorites
- 15. Glossary
- 16. Graph
- 17. He Said / She said
- 18. How to
- 19. Infographic
- 20. Instagram
- 21. List
- 22. Mad Libs
- 23. Map
- 24. Matching
- 25. Minute by Minute
- 26. Multiple Perspectives
- 27. Photo Diary
- 28. Polls
- 29. Profile
- 30. Pros and Cons
- 31. Q & A
- 32. Quiz
- 33. Quotes
- 34. Rating
- 35. Recipe
- 36. Roundtable
- 37. Scale
- 38. Schedule
- 39. Snap Chat
- 40. Stats
- 41. Stem Completion
- 42. Step by Step
- 43. This or That
- 44. Timeline
- 45. Top 10 (or 5 or 7....)
- 46. Transcript of Conversation
- 47. Tweet
- 48. Who Knows Best
- 49. Word Association
- 50. Mod Mania

**PROBLEM:**

**All of our headlines  
are lame.**

**PROBLEM:**

All of our headlines are lame.

***We need help with:***  
**Headlines**

*We need help with:*  
Headlines.

**ACTIVITIES:**  
**1-2-3 of**  
**Headline**  
**Writing**

The 1-2-3 of  
**HEADLINE**  
**WRITING**

start with the basics

## PROBLEM:

Our captions are not story-telling and do not follow yearbook caption style.

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***We need help with:***  
**Captions**

We need help with:  
Captions.

# ACTIVITIES: A-B-Cs of Caption Writing

The ABC's of **CAPTION WRITING**

**Sentence #1**

**A**

Who? What? When? Where?

Describe the **ACTION** that is going on in the photo  
*(without stating the obvious)*

Write in present tense

Name all parties involved

Uses active voice  
*(avoid helping verbs)*

## PROBLEM:

I overheard people  
starting an  
interview with,  
***"I need a quote".***

## PROBLEM:

I overheard people starting an "interview" with, "I need a quote".

**We need help with:  
Interviewing**

We need help with:

Interviewing

**ACTIVITIES:**

**It's Not an Interview –  
it's a CONVERSATION**

**Practice interview**

## PROBLEM:

My staff doesn't  
want to interview  
anyone who is not  
their friend.

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***We need help with:***  
**Approaching people**

We need help with:  
Approaching people.

## ACTIVITIES: Humans of New York

(15 minute video where Brandon Stanton demonstrates and explains his process for approaching strangers.)



"I got it for her birthday. I live 1.5 hours away, so I had to bring it on the bus and the subway. It was a little embarrassing."

(Mexico City, Mexico)

## PROBLEM:

Our designs  
always look the  
same every year.

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Our designs always look the same every year.

***We need help with:***  
**Design Trends**

We need help with:  
Interviewing

# ACTIVITIES: Design Trends

Inspiration -  
Translation

**READER ENTRY POINTS**

n  
year-  
nick  
—has  
nd sold  
ds.

"bro  
u"  
trash  
ecord.  
.com.

indie  
rman  
h-  
kan-

**May 23-25**  
The legendary bassist, who turns 77 this month, plays six shows. Carter's big break came when he joined the second Miles Davis Quintet in the 1960s, performing alongside Davis, Herbie Hancock, and Wayne Shorter. \$40 to \$45; [bohemiancaverns.com](http://bohemiancaverns.com).

**MUSEUM EXHIBITS**

**"THE FIRST WOMAN GRAPHIC NOVELIST: HELENA BOCHORÁKOVÁ-DITTRICHOVÁ"**  
NATIONAL MUSEUM OF WOMEN IN THE ARTS  
**May 12-November 14**  
The life and career of the Czech artist is explored in this show featuring five of her books as well as an unpublished work composed of 52 woodcuts. \$10; [nmwa.org](http://nmwa.org).

**NATIONAL GALL**  
**May 4-November**  
In a show inspired by a recent gift of Wyeth's "From the Sea" to the National Gallery, some 60 watercolorings, and paintings, and the artist's use of color. [nga.gov](http://nga.gov).

**"RALPH FAS**  
**LEST WE FO**  
SMITHSONIAN ART MUSEUM  
**May 2-August**  
To coincide with the anniversary of the artist's birth, the museum presents the self-taught artist's 27 pieces. "The 27 pieces," a show that juxtaposes modern Times," a show that juxtaposes modern art with traditional American art. [americanart.si.edu](http://americanart.si.edu).

Washingtonian Magazine 2014

## PROBLEM:

**Less experienced staffers are designing spreads with weird internal spacing, no dominant photo, random lines and circles and approximately 22 fonts.**

## PROBLEM:

Less experienced staffers are designing spreads with weird internal spacing, no dominant photo, random lines and circles and approximately 22 fonts.

***We need help with:***  
**Critiquing Design**

*We need help with:*

Critiquing Design

**ACTIVITIES:**

Teach the mnemonic

**Unify**

**Separate**

**Emphasize**

**Direct**

**Use the vocab to critique spreads**

## PROBLEM:

My staff thinks that  
a theme is just  
something that  
belongs on a cover.

**PROBLEM:**

Explaining what a theme should do.

***We need help with:***  
**Explaining what a  
theme should do.**

*We need help with:*  
Explaining what a theme should do

# ACTIVITIES: What a Concept



## PROBLEM:

Our student life ladder covers a lot of major events, but not much else.

## PROBLEM:

Our student life ladder covers a lot of major events, but not much else.

***We need help with:***  
**Coming up with new  
ideas for student life  
coverage.**

*We need help with:*  
Coming up with new ideas for student life coverage.

**ACTIVITIES:  
More  
Than a  
Dance**

STUDENT LIFE COVERAGE  
MORE THAN A DANCE

ERINN HARRIS, TJHSST  
@ERINN\_HARRIS  
EHARRIS1@FCPS.EDU

## PROBLEM:

Our academics  
photos are a lot of  
kids in desks  
looking bored.

## PROBLEM:

Our academics photos are a lot of kids in desks looking bored.

***We need help with:***  
**Academics**  
**photography.**

We need help with:  
Academics photography

**ACTIVITIES:**  
**Academics**  
**Photos**  
**that WOW**



## PROBLEM:

Staffers are not  
working together

## PROBLEM:

Staffers are not working together

***We need help with:***  
**Team building.**

We need help with:  
Team building



THANK  
YOU!

[Yearbookbesties.com](http://Yearbookbesties.com)