

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

what do we mean when we say **GUTTER**?



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.**

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.

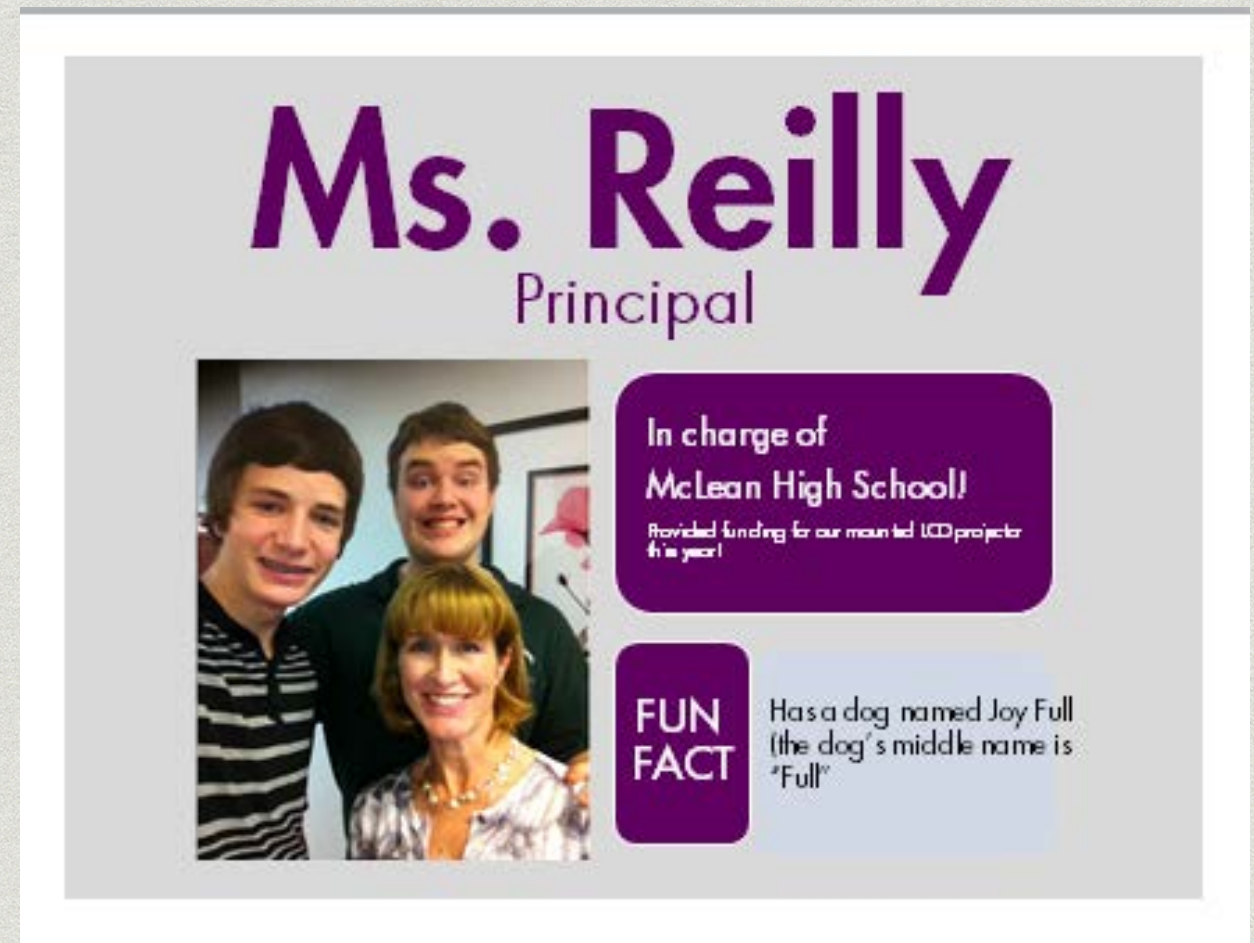
We need help with:
**INTRODUCING OUR
STAFF TO THE PEOPLE
& PLACES THEY NEED
TO KNOW**

We need help with:

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

ACTIVITIES:

- People you need to know –
Amazing Race



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

Action



INTEREST



2007 NSBA Photo of the Year
Feature Photo – Third Place
Shannon Soule / Featherdust, Westlake HS, Austin, Texas

PROBLEM:

**Some of our staffers
have never used
a DSLR.**

PROBLEM:

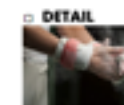
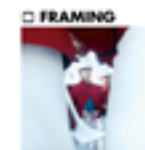
Some of our staffers have never used a DSLR.

We need help with:
Camera Basics

We need help with:
Camera Basics

ACTIVITIES:

PHOTO OLYMPICS



SHOOT THE PREPOSITIONS

Get pictures from at least 5 of the following:

- ☐ Above
- ☐ Across
- ☐ Against
- ☐ Beneath
- ☐ Beside
- ☐ Between
- ☐ Down
- ☐ In
- ☐ Out
- ☐ Through
- ☐ Toward
- ☐ Under
- ☐ Up
- ☐ Within

Photo Olympics Reminders:

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

PROBLEM:

**We have photos saved
as “DSC0000007980898”**

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

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.**

PROBLEM:

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

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

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

Write in present tense

Name all parties involved

Who? What? When? Where?

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.**

PROBLEM:

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

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.**

PROBLEM:

Our designs always look the same every year.

We need help with:
Design Trends

We need help with:
Interviewing

ACTIVITIES:

**Design
Trends**

**Inspiration -
Translation**



PROBLEM:

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

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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

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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

what a
CONCEPT!

MEGHAN PERCIVAL

Adviser, McLean High School Yearbook
McLean, VA

email: mjpercival@fcps.edu
Twitter: @meghanpercival

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

ACTIVITIES: Minute to Win It



**THANK
YOU!**

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