

1st Quarter-Training

I. Writing

A. rules of journalistic writing for copy

1. pronoun usage
2. tense
3. correct use of quotations
4. correct format of attribution
5. use of paragraphs
6. leads (types of)
7. conclusions\
8. the 5 W's and How to include
8. things to avoid (reference to year;, mascot, etc.)

B. headlines

1. tense
2. subject/verb format
3. word play
4. things to avoid (labeling, use of articles, etc.)

C. captions

1. tense of 1st sentence
2. what information to include in first sentence
3. tense of second sentence
4. what information to include in sentence two
5. writing kickers for captions

II. Design

A. column/grid design

1. basis of the column/grid format
2. using different column/design formats

B. elements of design

1. repetition
2. line
3. shape
4. framing
5. internal and external margins
6. dominance
7. minimalism
8. isolation
9. contrast
10. balance

C. designing with type

1. typography
 - a. identifying type families & their use
 - b. how to mix type families
2. designing copy columns
 - a. readability factors
 - b. designing copy blocks
3. headlines
 - a. standards types of headline design
 - b. using headlines as design element
4. captions
 - a. designing caption blocks
 - b. standard kicker types

II. (continued)

D. 2-page layouts

1. creating the unified layout
2. layout terminology
3. pitfalls of 2-page layouts (faces in gutter, etc.)

E. computer skills

1. Pagemaker 6.5
2. Photoshop 7.0
3. Dreamsuite
4. Paperport Scan
5. downloading digital photos

F. photography

1. technical elements
 - a. contrast
 - b. sharpness
 - c. color
2. composition
 - a. 9-grid theory of composition
 - b. action/reaction
 - c. cropping photos
 - d. things to avoid (posed shots, etc.)

During the first quarter students receive training in the above aspects of yearbook production. Then during the next three quarters, the students apply this knowledge in producing the yearbook.
