

Thursday

September 5, 2013 (9.5.13)

Materials



Composition Book
+ Pen or Pencil



Duotang

Agenda

Time Estimate

Activity

3-5

Warm Up

7-10

Distribute Ladder Roles (Erica)

3

Yearbook Basics SG

90

Rotations:

- Edesign
- Layouts
- Business Ads

Announcements

- **Kris Killough** is coming next week. Please make him feel welcome, as he controls everything HJ related.

Warm Up

September 5, 2013 (9.5.13)

Volume-O-Meter: 0 (Silence)

Time: 5 Minutes

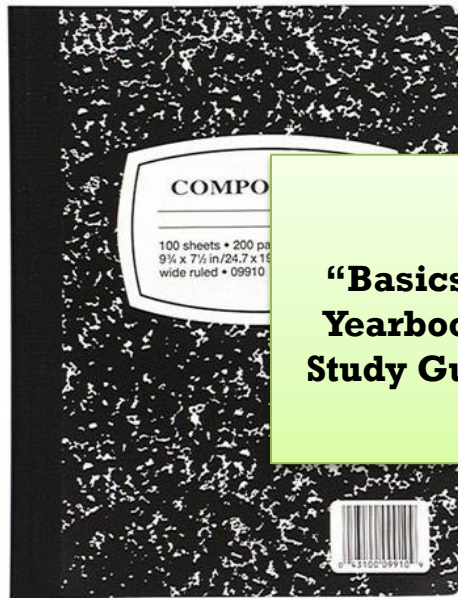
Word of the Day:

DPI – Dots Per Inch; a measure of print resolution of an image

1. What are some businesses that you plan to call today?
Why have you chosen those businesses?
2. What are some questions that you can ask Kris Killough when he stops by next week? Is there anything that you think he can help with considering the resources that he has at his disposal?

Erica → Role on Ladder

Transition



**“Basics of
Yearbook”
Study Guide**



Study Guide

The BIG Question:
What do I need to know to survive Yearbook?

Concept 1:
Ladders

Concept 2:
Hierarchy & Terminology

2. What are the important words to know?

Vocabulary

Vocabulary

Colophon, copy, dominant photo, DPS, end sheet, folio, gutter, signature, whitespace

Concept 3:

**Sales and Advertisements
(...make the world go round)**

3. **How can I sell a yearbook advertisement...and how much do I need to sell?**

Vocabulary

Concept 4:

Edesign and Basic Layouts

5. **How does Edesign work and how can I use it?**
6. **What makes a great layout?**

Vocabulary

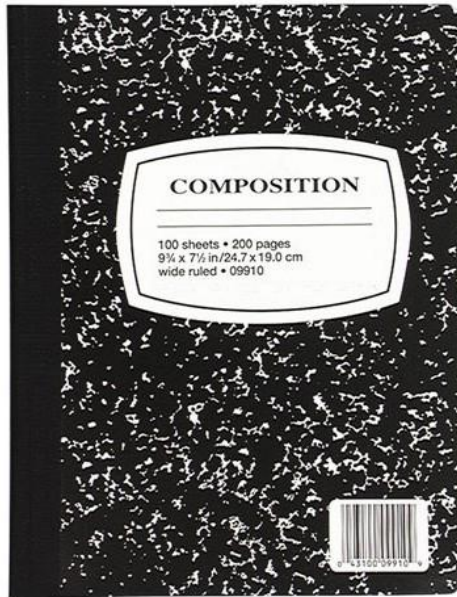
Rotation Groups

A S S I G N M E N T

- Will be assigned one of three rotation groups
 1. Edesign (w/ Erica)
 2. Layout Basics (w/ Hampton)
 3. Selling Ads (w/ Sydnie or Laurel)
- Each rotation lasts approx. 30 minutes



Transition



Notes

Yearbook Layout Terms

T A K E N O T E S

- Colophon: statement that gives publishing credit; usually at end of yearbook
- Copy: words used to tell a story or describe an event
- Dominant photo: a photo that is 1 ½ to 3 times larger than other photos
- DPS: double-page spread; yearbooks are designed in spreads, not pages
- End sheet: paper that attaches a book to its cover; in front at back
- Folio: page numbers in a book
- Gutter: the space in a DPS where the spine is shown
- Signature: 16 “pages” in a yearbook = 1 signature
- Whitespace: space not occupied by a photograph or copy; is a good thing!