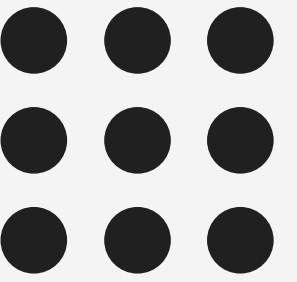


# WELCOME TO YEARBOOK

ESSENTIALS: DAY 1



**DO NOW:**

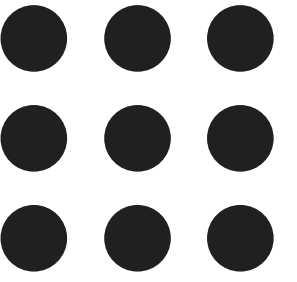


WHAT IS YOUR

**WHY?**

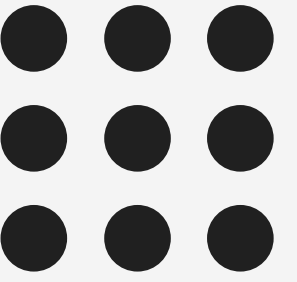
WHY DO YOU WANT TO BE PART OF THIS?

WRITE IT DOWN AND BE READY TO SHARE!



YOU MUST DEFINE  
YOUR WHY BEFORE  
YOU CAN BEGIN  
WITH THE WHAT  
AND THE HOW.

MARIA REYES MCDAVIS



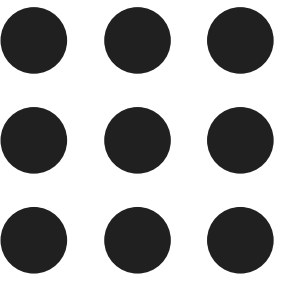
WHAT IS OUR

**WHY?**

DISCUSSION: PURPOSE & PASSION



DISCUSSION: PURPOSE & PASSION



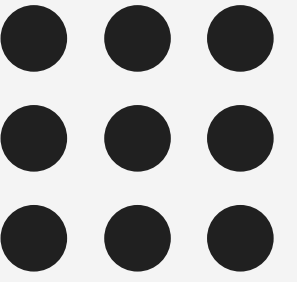
# WHY?

DO WE HAVE YEARBOOKS?  
ARE YEARBOOKS IMPORTANT?



# WWHOO?

MEET YOUR YEARBOOK FAMILY  
CONNECTIONS ICE BREAKER GAME

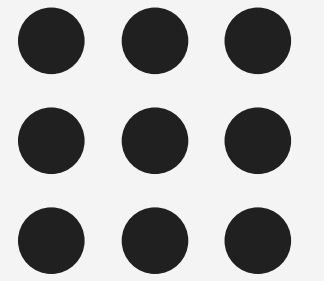


**STAFF ROLES**

**WHO?**

**DISCOVER WHAT'S THE BEST FIT FOR YOU**

# ADVISOR

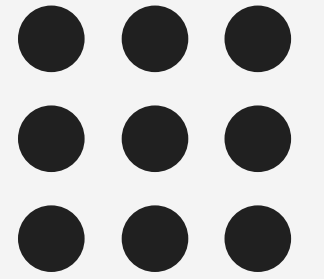


- Oversees and guides staff in all areas of creating a yearbook
- Approves Yearbook for final Production





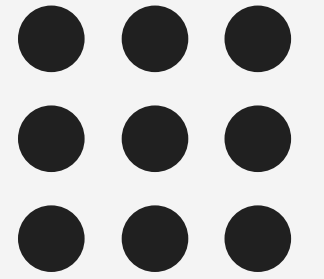
# EDITOR



- Works with the Advisor to supervise the development of the yearbook
- Helps to create theme and style guides and makes sure that these are consistent
- Reviews all staff work and provides feedback
- Acts as a representative of the entire yearbook staff when necessary



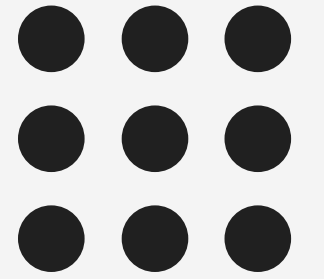
# SECTION EDITOR



- Works with editors and staff to oversee a certain section of the yearbook
- Reviews and approves story ideas, dominant photo ideas, headline ideas, and mockup designs
- Works with the Advisor to assign pages or parts of pages to section team members
- Signs off on finished spreads

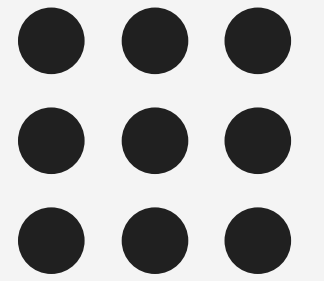


# ART DIRECTOR



- Works to maintain the integrity art and design
- Helps assign design work and re-assign when work is not up to the book standards
- Helps staff create cohesive design elements that carry the theme throughout the book.
- Reviews work to ensure proper use of style guide

# BUSINESS MANAGER

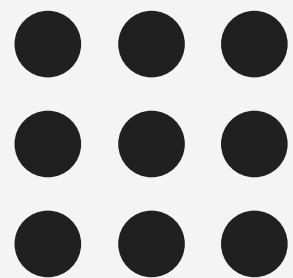


- Works with the advisor and editors on planning all of the financial aspects of the publication including planning ad sales, book sales, and fundraisers
- Prepares marketing materials and designs ad sales forms, designs book sales forms, assigns ad sales to staff members, and tracks all sales
- Collects/deposits money and writes receipts

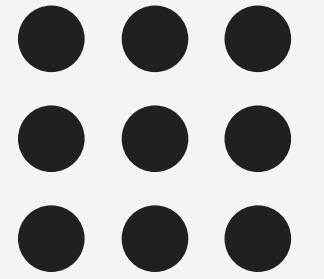


# ASSISTANT BUSINESS MANAGER:

- Works with the business manager to oversee ad and book sales
- Helps organize all received ad content
- Helps enforce sales deadlines and track finances



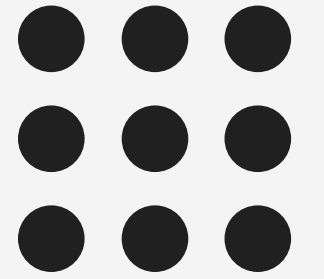
# PHOTO EDITOR



- Works to learn schedule of all events and to ensure that a member of the photography staff is present to document each event.
- Ensures all photographs are publishable
- Approves captions
- Keeps track of photography supplies and checkout system

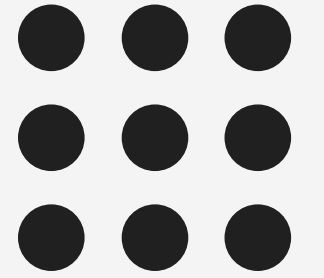


# PHOTOGRAPHER



- Always has a camera with them and is always on the lookout for a good photograph opportunities
- Submits high quality photos on time
- Takes good notes of the events covered, including who, what, where, why, when, and how captions
- Edits, selects, and writes captions for 5-7 images to be published each spread including a dominant photo

# COPY EDITOR

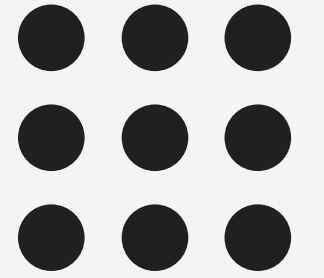


- Oversees writers
- Proofreads all writing in the book
- Assists with assigning and re-assigning
- Checks for accuracy
- Helps staff with story, headline, and lead ideas



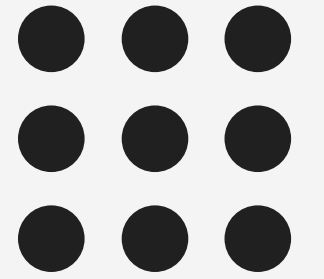


# WRITER



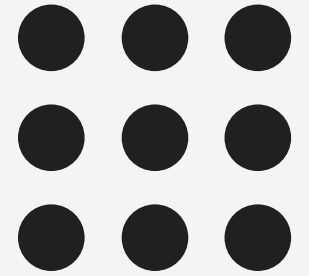
- Interviews key people for useful quotes
- Researches for reporting
- Writes and edits engaging and accurate stories
- Develops creative and effective headlines
- Finds interesting information for secondary coverage

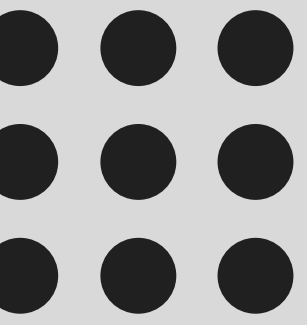
# DESIGNER



- Creates layouts incorporating all text and graphics
- Proofreads spread content
- Follows style guide and design principles
- Packages and exports PDFs to upload for printing
- Ties the theme into every spread

# CHAIN OF COMMAND



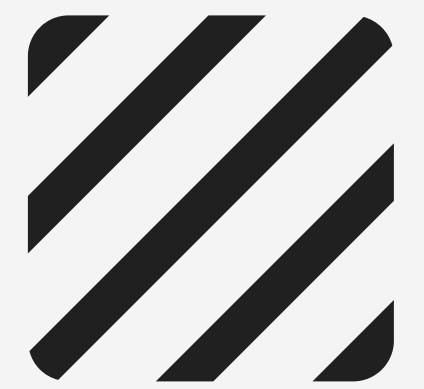


# HOW

CAN YEARBOOK HELP YOUR FUTURE



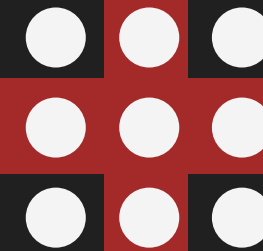
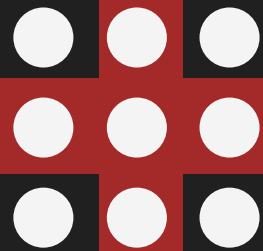
*Did you know?*



MEET NEW PEOPLE

RESUME BUILDER

CONTEST  
OPPORTUNITIES



MARKETING  
AND FINANCE  
SKILLS

CREATIVE OUTLET

COMMUNICATION  
SKILLS

PROFESSIONAL  
EXPIENCE

LEADERSHIP

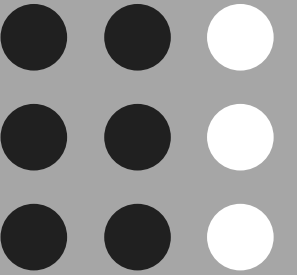
NETWORKING

TECHNOLOGY  
SKILLS

ATTEND SCHOOL  
EVENTS FREE

GET INVOLVED  
WITH SCHOOL  
COMMUNITY





COMPLETE THE STAFF INFO SHEET

**WHERE DO**

**YOU FIT?**