

YearbookNV

NV, that's Northern Virginia or "envy."

2017 COURSE DESCRIPTIONS

BEGINNER ADVISER TRAINING: Geared towards first- and second-year advisers, topics covered will include teaching methods, grading, managing deadlines, motivating and organizing your staff as well as handling your finances.

EXPERIENCED ADVISER SEMINARS: Experienced advisers will be able to suggest topics for discussion. Increasing books sales as well as recruiting and retaining a staff will be at the top of the agenda.

PHOTOGRAPHERS' WORKSHOP: Geared towards all staff photographers: beginning, advanced and photo editors. All photographers will need to show up on the first day with their digital cameras, charged batteries, memory cards and card readers. Once at the workshop, students will work in smaller groups based on their experience and knowledge. Beginners will focus on learning how to use their cameras and shooting photos. Advanced photographers will learn techniques to enhance their photography as well as photo editing. Breakout sessions can be arranged for specific situations based on school need or theme-driven photo plans.

COPY WRITING AND EDITING: Review how to interview, to write captions and headlines and to write traditional, third-person copy. Build a staff style sheet and practice peer editing. You'll develop interviewing and copy writing lessons you can take back to your staff.

CONCEPT AND COVERAGE (AKA STORYTELLING): Start with your theme or concept, and develop a coverage plan. This course focuses on the stories you will tell and how you will tell them as they relate to the concept. You will draft opening copy.

EDITORIAL LEADERSHIP: This session is for students who will assume leadership roles, especially editors-in-chief and managing editors. Begin building your ladder, developing a coverage plan and establishing deadlines. Learn tricks for managing your time, improving consistency and motivating your staff.

BUSINESS MANAGEMENT: The mandatory course for student business managers. Learn how to market your books and ads to your audience. Create a system for processing ads and books. Learn how to use eBusiness before school begins. If students from six different schools enroll, this class will be offered.

BEGINNING YEARBOOK DESIGN: Start with a blank, double-page spread, and fill it with photos, text and graphic elements. Learn about grids and the magic square. Work on the three levels of white space. The class will work on paper layouts.

CONTENT PAGE DESIGN: Review grids, the magic square and three levels of white space. Design a series of unified spreads plus a headline and mod library. A laptop is recommended for this course. If you use InDesign at your school, make sure InDesign is installed on your laptop before the first workshop session.

THEME DESIGN: Experienced designers and design editors will bring an inspiration portfolio and a theme idea. Be ready to create and revise a cover, endsheets and theme pages. Expect to have homework on Tuesday and Wednesday nights. A laptop is recommended for this course. If you use InDesign at your school, make sure InDesign is installed on your laptop before the first workshop session.

REFERENCE PAGE PRODUCTION: Reference pages include portraits, team photos/scoreboards and club photos. This course is designed for team leaders or editors who will oversee these pages. Class time will be devoted to ladder planning/organization, coverage brainstorming as well as page design. If eight students enroll, this class will be offered.

YEARBOOK 101: New to yearbook? Skip Journalism 1? This class is for you. One day will be devoted to interviewing and caption- and headline-writing. Another day will be devoted to design and technology. Students will use Herff Jones's eDesign program.