



Spring into Action

Ideas for the Rest of Your Year

1. RECRUIT

Select next year's staff. Remember to include teacher recommendations, staff introduction meeting/party, staff applications and interviews.

2. BANQUET

Celebrate your hard work by planning a yearbook banquet. Consider the site, award voting, awards, gag gifts, program, etc.

3. FEEDBACK

Write a readership survey to distribute with your book.

4. DISTRIBUTION

Organize your yearbook distribution. Choose the site, prepare distribution lists, signing party, publicity, photo sale, etc.

5. CLEAN UP AND ORGANIZE

Clean out closets; toss out old photos, posters, layout forms, etc.; inventory and order supplies for next year. Delete old computer files, backup and organize hard drives.

6. ADS

Start selling ads for next year. Take this year's book to advertisers now to ask for a renewal ad. Design ads for new clients to take with you on sales calls.

7. WORKSHOPS/CAMP

Go to spring workshops to generate new ideas and "get excited" about next year's book. Select a summer camp and organize fund-raisers. Be sure that at least the editor(s) attend, if not the whole staff.

8. THANK YOUS

Write thank-you notes to administrators, teachers, advertisers, parents, students and others who assisted the staff with the production and completion of the book.

9. MAKE \$\$

Produce the graduation program, prom program, tickets, forms, etc. on PageMaker as a fund-raiser for yearbook. Design resumés for students seeking summer jobs. This makes money and refines design/computer skills.

10. STAFF NOTEBOOK

Each staff member creates a notebook to pass on to a new staffer for next year. Notebooks should include a month-by-month calendar of duties and deadlines, a section outlining the position's tasks and tips on how to complete assignments, with specific instructions on copy writing, cropping, photography, organization, etc.

11. Train

Have veteran staffers train new staffers on PageMaker or InDesign. Or, teach yourself InDesign or Photoshop. Visual Quick Start books (Peachpit Press) are excellent self-teaching guides. Try the new Herff Jones InDesign curriculum.

12. CRITIQUE

Order a critiquing guide from Columbia Scholastic Press or National Scholastic Press Association. Use the guide to critique last year's yearbook. Make notes on how to improve next year's book.

13. BE CREATIVE

Design and print letterhead, business cards, or staff t-shirts for next year.

14. SCHOOL VISIT

Plan a visit to a neighboring high school. Find out how they organize their yearbook staff and classroom. Report back to your class.

15. DESIGN A YEARBOOK

This final project should include a cover, endsheets, title page, opening (theme development), division pages and one spread from each section of the book. A. This project can be an autobiographical yearbook with personal photos, essays, poems, pets, interests, etc. or B. This project can be a starting-off point for next year's book. Each student or group should choose a unique theme and develop it in their mock yearbook.

16. GUEST SPEAKERS

Have a local graphic designer or the photo editor of the local newspaper visit your class and talk about his/her work.

17. GIMMICKS

If it works into your theme or overall concept of your book, it isn't too late to design or develop a gimmick. Ideas: a paper cover, a pocket in the back of the book, a bookmark or foldout, tip-ins, pop-ups, etc.

18. SPORTS INFO GUIDE

Have each student research and present a different school sport. They must provide the class with a handout covering the basic rules of the sport. This can be compiled and used next year when students are writing copy for the sports section.

19. GRAPHICS NOTEBOOK

Students should look through magazines and collect a variety of graphic ideas. Give students a list of items to find such as drop cap, wrapped text, pulled-quote, or have them just find items they like. They should keep the notebooks for ideas for next year's book.

20. COVER/LADDER/THEME

Why wait until next year? Think of how wonderful it will be to start the year with your theme selected, your cover in production, and your ladder completed. Start a new tradition of this year's staff picking next year's cover. You'll hit the ground running when school starts and easily make your deadlines.

21. PLAN AHEAD

Plan a merchandising campaign to sell next year's book. Make forms (photo requests, story assignments, beat sheets and evaluation/grading forms) for next year. Get the school calendar and athletic schedules for next year to assist with coverage and deadline planning.

BONUS: SPRING READING LIST

Any of the Quick Start Computer Guides (Peachpit Press). Any design books by Robin Williams (Peachpit Press) such as *The Non-Designers Design Book*, *The Non-Designers Type Book* or *The Non-Designers Scan and Print Book*. All are available from Amazon.com or Barnes & Noble.com.