



Yearbook Advising

July 27-31, 2009
JRN 855 or JRN 409
Three credits

INSTRUCTOR: Lynn Strause

OBJECTIVES:

The goals of this class are to teach high school yearbook advisers the fundamentals of scholastic yearbook journalism. You will have hands-on experience. Besides the fundamentals, you'll be introduced to other important facets of scholastic journalism during the week-long course. You'll study several areas, including creating ladders; developing a theme; developing section ideas; creating contemporary graphics and columnar, grid and modular layouts both on paper and on the computer; copy and caption writing and editing; managing a staff; bidding the contract; working with a yearbook company representative and more. You'll develop an individualized 30-day set of lesson plans to use with your staff.

GRADING:

You will be expected to complete several minor assignments and one major individualized project. Grades will be determined by the quality of the assignments and the projects submitted. Attendance at all sessions is required.

ORGANIZATION:

The class will meet for the first time on Monday, July 27, at 8:30 a.m. until 11:30 and 1:30 p.m. to 4:30. Then the class will meet Tuesday through Thursday from 9 a.m. to noon and from 1:30 p.m. to 4:30. The class will be over at 11:30 a.m. on Friday. There will be a closing luncheon at noon. Evenings will be used for homework and open lab use.

TEXTBOOKS:

- Scholastic Yearbook Fundamentals, ed. by Martha Akers, Paul Ender, Laura Schaub
- The Radical Write, by Bobby Hawthorne
- Non-Designer's Design Book, by Robin Williams

You may purchase your textbooks at Amazon.com or JEA.org.

Notebook compiled by instructor, \$8 to \$10 fee

MATERIALS TO BRING:

variety of old magazines with plenty of photos (10-20)

pencils, pens, markers

scissors

rubber cement (2-4 bottles)

construction paper

lined and unlined paper

copy of your yearbook

layout sheets (if available)

pica ruler (if available)

Some layouts will be done on computer, but computer design instruction is minimal. We will begin with a cut and paste approach to design, so these supplies will be important.