

**Yearbook Workflow
English
Desktop Publishing
Susan O'Connor
Coral Reef High School**

The yearbook teams at Coral Reef are set up to operate as a professional publication and design studio in what serves as a real-life publication production environment. The Editors report to the Faculty Yearbook Advisor who serves in the role of CEO of the publication studio. The Student Editors are trained to become self sufficient and able to run the entire business, including both the creative and production aspects of the studio.

The yearbook production teams report to the Editors in the same way that a design staff would report to the Art Director and Managing Editor of an actual company. The objective of the project is to establish a structure for managing the production of a school memory book or yearbook. The first order of business is to establish a solid understanding of the production process and production software such as the fundamentals of developing page layouts. Our yearbooks have all been designed using PageMaker and we are now switching to InDesign. However, the same process applies to developing basic skills in either program. This is how we begin the process and then the project builds from there with creative illustration, such as the treatment of the photo on this page.

This workbook will cover the basics of getting started on setting up yearbook pages and is intended as a simple guide to your Yearbook Team or for anyone who may be new to Yearbook advisement.



Susan O'Connor
Sample of Student Creative Photo Treatment Using Adobe® Photoshop™

Student's Statement
Lara Bueso, Senior
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An Editor's Perspective

The Editors on the Yearbook supervise a range of staff activities. I have found that some of the most important concerns for a Yearbook Editor include helping staff learn how to conduct a good interview, making sure pages are completed properly in the page layout program being used, paying attention to vocabulary and encouraging creativity. The staff takes notes in production journals on all of these issues. They also keep their work in-progress in these journals so they don't forget their instructions. Staff members give the editors progress reports on their deadlines a week in advance. This allows a week to complete, check and finish the pages,

Story assignment is guided by the decisions of the yearbook editors. Writing copy is a different process in Journalism than in English class. One important point is that when interviewing, it is important to focus on the personalities of the person being interviewed. For example, if you are interviewing someone from a sports team, don't focus on the season and scoreboard. Focus on the personal experiences of the team member. It is also important not to make obvious statements about photographs. Editors have to be sure that the writers avoid grammatical errors, use proper punctuation and use accurate quotations from people who are interviewed. Reviewing and critiquing staff interviews is an important editorial job.

There are very specific points and guidelines about preparing copy and pages that the editors help the staff to learn. One big concern is proper numbering, designating monetary amounts, and proper use of use of numerals and text for numbers. Folios have to be numbered properly. In 2003 the new style is not to number on bottom outside corner, but rather in the upper outside corner.

Creating captions for the photos in the yearbook is probably the biggest production challenge, especially for the candid photos. This is because the photo editor does not usually have a record of who is in the candid photos but these names must be included in the yearbook.

Bringing the photos to the English classes solves the problem of tracking down the people in candid photos. Every student has to take English so the English teachers are canvassed for identification of people in the candid shots. When this is accomplished, the staff has to get a quote from the Subjects, which has something to do with the picture. But, the quote has to elaborate beyond what is shown in the picture.

Finding all the people in the photos, spelling their names correctly, getting students out of class to talk to yearbook team members is a hassle. But it is also the most important part of the process because as soon as students get the yearbook the first thing they do is flip to their pictures and look for those captions and stories.

When the book has reached the stage when the finished signatures are printed, Editors and staff work after school to edit the proofs. Students check their own pages and also partner with another team member to double-check each other's work. Editors then check, student Fixes. Editor reviews are marked on the printed proofs and are corrected on disk and then sent back to the plant for reprinting. Proofing is a time consuming task and editors sometimes have to work on Saturday to keep up with proofs. Writing of the stories and getting captions takes up the most time during production. These two aspects take up at least 75% of the workflow. All in all, I'd say that working as a yearbook editor is the equivalent of at least a year of experience in an actual publication studio.

Course Description

The goal for the Yearbook Team is to produce a quality digital publication that meets both design and publication specification deadlines. Workflow management is the primary key to the success of this process.

Planning is the primary goal of the first phase of yearbook production. This includes selecting digital tools, mastering book design terminology, choosing a unifying theme or concept, selecting typography, designing page layouts and visuals, determining the cover and working with copy treatments.

All team members will become adept in all areas of publication production including design, writing, editing, deadline management and file management. These skills will not only contribute to the completion of an award-winning book but will also provide invaluable life skills.

The students in the photo yearbook teams learn will learn how to identify and create a quality photo in terms of traditional photo standards and content. The writer/editors will establish a new level of expertise in composing creative page layouts.

This process is intended to produce a top notch memory book of the school year, but the additional benefits are the development of exceptional writing, editing, art and design skills by the entire yearbook team.



Coral Reef Yearbook 2003
Sample Intro Page