

OBJECTIVES FOR YEARBOOK

In Yearbook, the students will learn the techniques for putting together a school's yearbook. The objectives for this class are listed below.

- Cover design
- Ladder diagram - placement of sections / pages
- Marketing and sales - sell ads (general, senior, sixth grade)
- Public relations - interaction with advertisers and the public
- Layout design - feature / portrait/ ads
- Photo editing and cropping
- Photo uploading
- Page design and editing
- Time management
- Financial - budgeting considerations for number of pages, number of advertisers and cost of publication
- Deadlines

During the 2015-2016 school year, approximately 4200 pictures were taken and edited of which 2500 were uploaded and used in the 2016 yearbook. Each student spent approximately 50 to 65 hours outside of class editing pages (does not include hours working in class); sold, designed, and edited 75 general advertisers, 30 senior advertisers, and 21 sixth grade advertisers; and attended many games and events to take pictures. The 2016 yearbook had 216 pages, and due to school growth, the 2017 yearbook may be 220 to 228 pages.