

# YEARBOOK CURRICULUM

VIDEO TUTORIALS

INFOGRAPHICS

WORKSHEETS

PRINTABLES

## INTRODUCTION

- **Anatomy** - Learn the parts of a yearbook.
- **Theme** - What is a yearbook theme and why do we have one? How to select and develop a theme.
- **Terminology** - Learn the the specialized language used to describe yearbook elements.

## PLANNING

- **Ladder** - How to plan your content, create theme-related content, and organize your book.
- **Getting Organized** - How to prep for the year, gather and organize content, and communicate with your community.

## CONTENT

- **Spread Anatomy** - Learn the parts of a yearbook spread and what design elements are required.
- **Photography** - How to take yearbook-worthy photos that tell the story of the year.
- **Photo Editing** - How to enhance your images for publication.

## WRITING

- **Captions** - Learn the parts of a caption and how to write in the proper quote format.
- **Headlines** - How to engage your audience with attention-getting headlines.

## MARKETING

- **Sales** - How to develop and implement a plan to increase yearbook sales.
- **Marketing** - How to engage with your student body to foster a yearbook-centric school culture.

