



YEARBOOK

Ms. Devyn Dennison
Email: dl.dennison@scusdaz.org
Room 309

Syllabus SY 2022-2023

AUGUST

WEEK 1

- 1 M Braves Day
- 2 T Braves Day
- 3 W
- 4 Th Braves Day
- 5 F Braves Day

WEEK 2

- 8 M Digital Communications: Computer Safety and Setup Equipment and Usage, Purpose of a Yearbook Class
- 9 T Digital Communications: Computer Setup and Safety Computer, Functions of a Yearbook
- 10 W Digital Communications: : Computer Safety and Setup Classroom Safety, Intro to Photojournalism
- 11 Th Building Staff, Organizing Staff, Storytelling Through Photos
- 12 F Roles and Leadership, Event and Spread Checklist

WEEK 3

- 15 M Job Applications for Yearbook, Resume Assignment, Introduction to Theme
- 16 T Expectations Contracts, Theme Planning - Verbal
- 17 W Letter to Staff, Theme Planning - Visual
- 18 Th Policies and Procedures, Theme Development
- 19 F General Staff Manual, Marketable Coverage Using Theme

WEEK 4

22 M Staff Organization; Staff Responsibilities

23 T Photograph;, Covering the Year

24 W Writing; Creating Goals

25 Th Design; Establishing Our Identity

26 F Ladder Intro; Evaluating Our Work

WEEK 5

29 M Photo Management: Camera Settings, Photoshoot Guide, Equipment Checkout
Introduction to Writing and Reporting

30 T Photo Organization; Writing Photo Captions

31 W Expanding Captions with Interviews

SEPTEMBER

1 Th Ladder; Quick Reads, Easier Writes

2 F Coverage Ideas, Senior Photos; Constructing Polls and Surveys

WEEK 6

5 M NO SCHOOL

6 T Evaluation, Feedback, Forms, Rubrics; Basic Design and Typography

7 W Portrait Guidelines, "Most Likely To" Ideas; Yearbook Design

8 Th Workflow Creative Preparations; Yearbook Design, Continued

9 F Adding Quick Reads to Basic Design

WEEK 7

12 M Learning Your Design Program

13 T Creating a Yearbook Spread

14 W Work Day

15 Th Marketing Our Identity

16 F Establishing Purpose and Setting Goals

WEEK 8

19 M Feature Story Writing

20 T Feature Story Writing - Leads and Editing

21 W Headlines

- 22 Th Editing for Accuracy
- 23 F Work Day - Lab Day
- WEEK 9*
- 26 M Yearbook Advertising - Creating Marketing Products
- 27 T Poster Making - Lab Day
- 28 W Poster Making - Lab Day
- 29 Th Poster Making - Lab Day
- 30 F Poster Making - Lab Day

OCTOBER

- WEEK 10 - Coverage and Interviewing*
- 3 M Covering News and Events
- 4 T Covering People and Personalities
- 5 W Incorporating Survey Data and Infographics
- 6 Th Interviewing 101
- 7 F The Art of Asking Questions
- WEEK 11 - Design*
- 10 M Basic Yearbook Design
- 11 T Designing with Templates
- 12 W Design Trends 2023
- 13 Th Incorporating Survey Data and Infographics
- 14 F Typography
- WEEK 12 - Ethics and Legal Issues + Ladder and Book Organization*
- 17 M Covering Sensitive Topics
- 18 T Legal Issues and Journalism Ethics
- 19 W Chronological Book Organization
- 20 Th Creating a Flexible Coverage Plan
- 21 F Ladder 101, Book Organization
- WEEK 13 - Photography*
- 24 M Cell Phone Photography

- 25 T Photo 101
- 26 W Photo 102
- 27 Th Photo Editing
- 28 F Photography : On Location

NOVEMBER

WEEK 14

- 31 M Visual Variety
- 1 T Tour of the Yearbook
- 2 W Lab Day
- 3 Th Introduction to Theme
- 4 F Theme Development

WEEK 15 - Writing

- 7 M Basic Captions
- 8 T Expanded Captions
- 9 W Feature Writing
- 10 TH Headline Writing
- 11 F Quick Reads

WEEK 16

- 14 M The Editing Process
- 15 T Communication and Project Management
- 16 W Yearbook Skills are Real World Skills
- 17 TH Building Your Brand
- 18 F Distribution and Events

THANKSGIVING BREAK 21-25

WEEK 17

- 28 M DIY Marketing
- 29 T Marketing 101
- 30 W Social Media 101

DECEMBER

1 Th Social Media 102

2 F Work Day - Lab Day

WEEK 18

5 M Work Day - Lab Day

6 T Work Day - Lab Day

7 W Work Day - Lab Day

8 Th Work Day - Lab Day

9 F Work Day - Lab Day

WEEK 19

12 M Work Day - Lab Day

13 T Work Day - Lab Day

14 W Work Day - Lab Day

15 TH Work Day - Lab Day

16 F Work Day - Lab Day

CHRISTMAS BREAK 19TH- 30TH

JANUARY

WEEK 19

2 M NO SCHOOL

3 T Work Day - Lab Day

4 W PLANNING IDEAS MEETINGS

5 Th Work Day - Lab Day

6 F VOCABULARY REVIEW

WEEK 20

9 M Work Day - Lab Day

10 T Work Day - Lab Day

11 W PLANNING IDEAS MEETINGS

12 TH Work Day - Lab Day

13 F YEARBOOK REVIEW

16 M NO SCHOOL
17 T Work Day - Lab Day
18 W PLANNING IDEAS MEETINGS
19 Th Work Day - Lab Day
20 F VOCABULARY REVIEW
WEEK 22
23 M Work Day - Lab Day
24 T Work Day - Lab Day
25 W PLANNING IDEAS MEETINGS
26 Th Work Day - Lab Day
27 F YEARBOOK REVIEW
WEEK 23
30 M Work Day - Lab Day
31 T Work Day - Lab Day
FEBRUARY
1 W PLANNING IDEAS MEETINGS
2 Th Work Day - Lab Day
3 F VOCABULARY REVIEW
WEEK 24
6 M Work Day - Lab Day
7 T Work Day - Lab Day
8 W PLANNING IDEAS MEETINGS
9 Th Work Day - Lab Day
10 F YEARBOOK REVIEW
WEEK 25
13 M Work Day - Lab Day
14 T Work Day - Lab Day
15 W PLANNING IDEAS MEETINGS
16 Th Work Day - Lab Day

17 F VOCABULARY REVIEW

WEEK 26

20 M NO SCHOOL

21 T Work Day - Lab Day

22 W Work Day - Lab Day

23 Th Work Day - Lab Day

24 F Work Day - Lab Day

WEEK 27

27 M NO SCHOOL

28 T Work Day - Lab Day

MARCH

1 W PLANNING IDEAS MEETINGS

2 Th Work Day - Lab Day

3 F VOCABULARY REVIEW

WEEK 26

6 M NO SCHOOL

7 T Work Day - Lab Day

8 W Work Day - Lab Day

9 Th Work Day - Lab Day

10 F Work Day - Lab Day

WEEK 27

13 M NO SCHOOL

14 T Work Day - Lab Day

15 W PLANNING IDEAS MEETINGS

16 TH Work Day - Lab Day

17 F VOCABULARY REVIEW

SPRING BREAK 20 - 24

WEEK 28

27 M Video Editing - Lab Day
28 T Work Day - Lab Day
29 W PLANNING IDEAS MEETINGS
30 TH Event Planning
31 F VOCABULARY REVIEW

APRIL

3 M Event Planning
4 T Event Planning
5 W PLANNING IDEAS MEETINGS
6 Th Work Day - Lab Day
7 F VOCABULARY REVIEW

WEEK 29

10 M Sales
11 T Video Editing - Lab Day
12 W PLANNING IDEAS MEETINGS
13 Th Work Day - Lab Day
14 F VOCABULARY REVIEW

WEEK 30

17 M Work Day - Lab Day
18 T Work Day - Lab Day
19 W PLANNING IDEAS MEETINGS
20 Th Work Day - Lab Day
21 F VOCABULARY REVIEW

WEEK 31

24 M Work Day - Lab Day
25 T Work Day - Lab Day

26 W PLANNING IDEAS MEETINGS

27 Th Work Day - Lab Day

28 F VOCABULARY REVIEW

MAY

WEEK 32

1 M Video Editing - Lab Day

2 T Video Editing - Lab Day

3 W PLANNING IDEAS MEETINGS

4 Th Video Editing - Lab Day

5 F VOCABULARY REVIEW

WEEK 33

8 M Video Editing - Lab Day

9 T Video Editing - Lab Day

10 W PLANNING IDEAS MEETINGS

11 Th Work Day - Lab Day

12 F VOCABULARY REVIEW

WEEK 34

15 M Work Day - Lab Day

16 T Work Day - Lab Day

17 W Work Day - Lab Day

18 Th LAST DAY OF SCHOOL