Lesson Duration: Two 60 minute sessions
1. Complete the 2020 Yearbook
2. Continue to construct Yearbook pages
3. Gather images for image library on yearbookavenue.jostens.com

Performance Objective: Upon completion of this lesson, the student will be able to take photos and construct pages in the 2020 yearbook.

Specific Objectives:
1. Identify the incomplete elements of the yearbook.
2. Set up pages and generate ideas for visual solutions to the yearbook.
3. Upload, scan or collect photographs to build our Jostens image library.
4. Continue to take photographs with your phone that will be used in 2020 yearbook
5. Student will learn how to interview and learn collect info; journalism.

Materials Needed:
1. --- Any place where images are found. Any publication is open for inspiration.
2. --- pencils, paper, phone cameras, and yearbookavenue.jostens.com

We have many unfinished pages in our yearbook. Generating ideas and visual solutions are vital. Brainstorming and research are the key. We will think outside the box and achieve our goals with or without the internet.

I will need your Somerset County Email address as soon as you can.

If you do have the internet please let me know.
OBJECTIVES

STEP 1
Students will consider their responsibility as a journalist for the 2020 yearbook. Yearbook students will discuss their goals for written journalism in their publication.

STEP 2
Students will receive Interviewing Tips to review interviewing best practices. They will interview a person about a sport or activity in which that person participates.

STEP 3 USE & EXTEND
Students will select a topic or spread that will be submitted for the 2020 yearbook. They will complete the 5, 4, 3, 2, 1 Coverage Ideas and Reporter’s Planner and will use it to gather information and photos needed for the assignment.

Students will be given specific deadlines for submitting 5, 4, 3, 2, 1 Coverage Ideas and Reporter’s Planner, entering information and photos onto their layouts, editing layouts and submitting layouts. Submissions should begin at least a month before the deadline.

21ST CENTURY SKILLS
In this lesson, students must think creatively about coverage ideas as a way to not only make the publication as inclusive as possible but also make it interesting to a wide-range of people. Furthermore, students learn about the wealth of ideas that surround them by communicating and collaborating with their fellow staffers.

Interviewing Tips
A productive interview is an in-depth conversation between two people — one knowledgeable, the other interested in learning.

TIPS
»» Always identify yourself and the purpose of the interview.

»» Confirm the spelling of your source’s name.

»» Give the source a rough idea of how many minutes the interview will require.

»» Keep the interview as short as possible.

»» Make eye contact and give the source your full attention, even when taking notes.

»» Start with easy, close-ended questions, working up to open-ended questions requiring more thought.

»» Give the subject plenty of time to respond.

Continued on next page
Active listening is the key to recognizing a good quote, one that says something in an unusual or interesting way.

If possible, record your interview on your phone for accuracy.

Even if you record, take lots of notes, using abbreviations where possible, but taking care to be sure direct quotes are recorded word for word as the source said them. The subject will understand if there is a pause in the questioning because you are taking notes. You want an accurate record if the recording fails.

It’s important to verify quotes and facts, and it is perfectly acceptable to ask a source to repeat a statement. It is also acceptable to read back the source’s comments to establish clarity.

Be aware of the subject’s body language, mannerisms, reactions, attire, etc. and record them in your notes.

When closing the interview, ask if the source has anything to add. Also, get the source’s phone number or email for any follow-up questions that might come up when writing the story.

Thank the source for spending time and sharing information. If the source is an administrator, coach or teacher, a written thank-you note might be appropriate.

Room for sketching, ideas, notes and questions:
## 5, 4, 3, 2, 1 Coverage Ideas

### Spread Topic: __________________________

<table>
<thead>
<tr>
<th>5</th>
<th>4</th>
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<tbody>
<tr>
<td>facts we could research and display on the spread:</td>
<td>sensory details (sounds, smells, tastes, textures) from the event or topic:</td>
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<table>
<thead>
<tr>
<th>3</th>
<th>2</th>
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<tbody>
<tr>
<td>quote possibilities:</td>
<td>ways we can cover this event that are different than last year:</td>
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<table>
<thead>
<tr>
<th>1</th>
<th></th>
<th>Any comments or question for the Yearbook Advisor and classmates:</th>
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<tbody>
<tr>
<td>story idea:</td>
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# Reporter’s Planner

**Date of Activity:** ________________  
**Spread/Topic Due Date:** ____________

## Spread Topic:

### Actively Involved People:  
(captains, players, leaders, coaches, etc.)

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<th>Interview</th>
<th>Photo</th>
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### Passively Involved People:  
(friends, fans, recipients of a club’s goodwill, etc.)

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<th>Interview</th>
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### Photos

Minimum number of necessary photos: ________________

Get photos of: ________________________________
Facts to get:

Specific questions to ask in interviews:
(All interview responses must be initialed by the interviewee and filed for future reference. Always record an interview on your phone when possible.)

Always end the interview with, “Is there anyone else I should talk to?”
Continued research and brainstorming

List ideas for pages, keeping in mind we may not be able to attend Prom, the Talent Show, Spring Sports, Clubs and any or all Somerset County School events. Please get creative! All ideas even crazy, outlandish ideas are ALL welcomed.
1.
2.
3.
4.
5.

Room to sketch and visualize layout/design ideas:
1. Need inspiration? Go to Look Book on the home page of Jostens’ website (drop down box lists all the look books). Select the look book and click “go to gallery.” Look through other schools’ pages and if you like a layout, click “add to my templates.”
2. Go back to page ladder and select the page you are working on.
3. Click “designs” on right toolbar.
4. If you added a template from the look book, select “my templates” on drop down bar. Find your template and drag the picture onto the editing grid and the layout will appear on the page.
5. If you did not find a template on the look book, there are many pre-made templates to look through. You are not limited to looking under specific titles (i.e. if you are designing a sports page, you do not have to pick a template from the sports category).

6. All yearbook ideas can be generated from intense researching practices and thorough investigations of any hard copy publication: magazines, newspapers, books, catalogues, old yearbooks, not just online articles or publications. Study how these publications are set up in terms of idea, concept, layout and design.

The Possibilities Are Endless! Time to Generate Ideas!

Be Safe and Stay Healthy!