

CHRONOLOGICAL COVERAGE

5-week work cycle

WEEK 1: Preparation

- What is the story you want to tell on this spread?
- Brainstorm your coverage; pitch your ideas to the staff
- Decide on whom to cover, then how to cover them
- Crowdsourcing options for material
- Assign photographers to obtain photos
 - What types of photos can you get/take?
 - How can you coach students/others to take photos for you that you can use?
- Assign writers to do some fact-finding
 - How will you do interviews?
- Look for design inspiration and possible modes of coverage

WEEK 2: Performance

- **PHOTOGRAPHERS** look for photo opportunities each day
 - Check school/student social media
 - Upload, tag and sort photos
- **WRITERS** look for story opportunities each day
 - Determine how you will tell each story on the spread.
 - Reach out, craft questions, conduct interviews
 - Upload recorded interviews (otter.ai)
- **DESIGNERS** choose mode of coverage and design spread based on inspo
 - work with the photographers and writers to build mods that tell the stories
- **EDITORS** Check for variety: mode of coverage, people, topics. Provide feedback on elements.

WEEK 3: Production

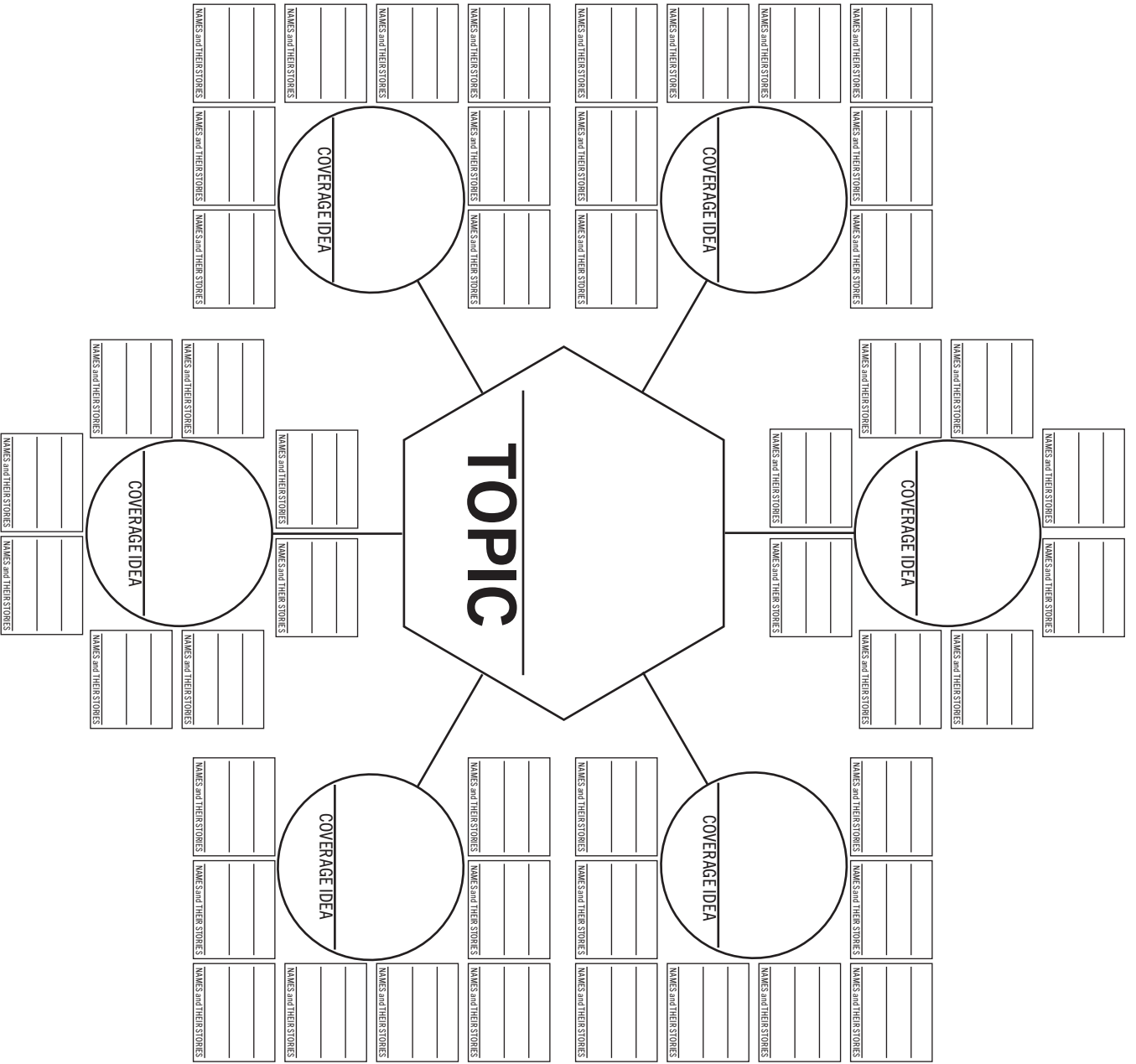
- **WRITERS** write copy based on your story form choice
 - Conduct additional interviews if needed
- **PHOTOGRAPHERS** choose photos
 - Best photo should become dominant photo.
 - Adjust layout as needed to accommodate photos in hand.
- **DESIGNERS** design spread using inspiration and in consultation with writers and photographers so content is featured in an impactful way
- **EDITORS** check in on spread progress regularly and provide feedback/redirection as needed

WEEK 4: Polish

- Write captions for all photos
- Get additional headshots/quotes needed to finish content
- Design/write headlines, subheadlines, bylines
- Finalize design, check spacing, maintain margins
- **EDITORS AND ADVISER** give feedback
 - check Style Guide and compare
 - quality/accuracy/consistency
- **FRIDAY:** Draft is ready to share for feedback and critique from staff

WEEK 5: Proof

- Print spread (if at all possible)
- Proof all copy (read aloud to someone else)
- Check spread against Style Guide
 - font choices
 - spacing (margins - external and internal)
 - readability (especially if type is on a photo or background)
- Verify name spelling with Master List
- Confirm folio is accurate: spread content/section/etc.
- **EDITORS AND ADVISER** give feedback: quality/accuracy/consistency
- **FRIDAY:** submit spreads



EDITORS: PAGE NUMBERS

Write this in pencil, and do not decide until your concept has dictated where the spreads will fall. Shuffle topics every year to keep it interesting.

STAFFER BRAINSTORMING NOTES:

Which idea seems the most photographable?

_____ This will probably become your dominant photo package

Which idea seems the least photographable?

_____ Consider using a talking head or coverage module

Which idea most lends itself to verbal storytelling?

_____ Remember could be traditional or alternative forms of copy

What cross-referencing will need to be on this spread?

_____ Note: if there so you can use this as a checklist later

Who are the students not usually covered here?

_____ Note: if there so we can make sure we include it

What ideas could go elsewhere in the book?

_____ Maybe we can use this in reference, people or a feature

Does this overall concept need more space?

_____ List the topics you think are the most interesting to readers and which may not fit onto just one spread, or in one module

EDITORS: ALLOCATE YOUR REAL ESTATE

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YEARBOOK SPREAD PLANNING SHEET – SIZE 8

Ladder Topic _____

Page Numbers _____ Section _____

Staff Member _____

Editor _____

Final Deadline: _____ Plan Approved: _____

LEVEL ONE COVERAGE

Specific Topic/Leads:

and type of photos needed:

_____ vertical
_____ horizontal

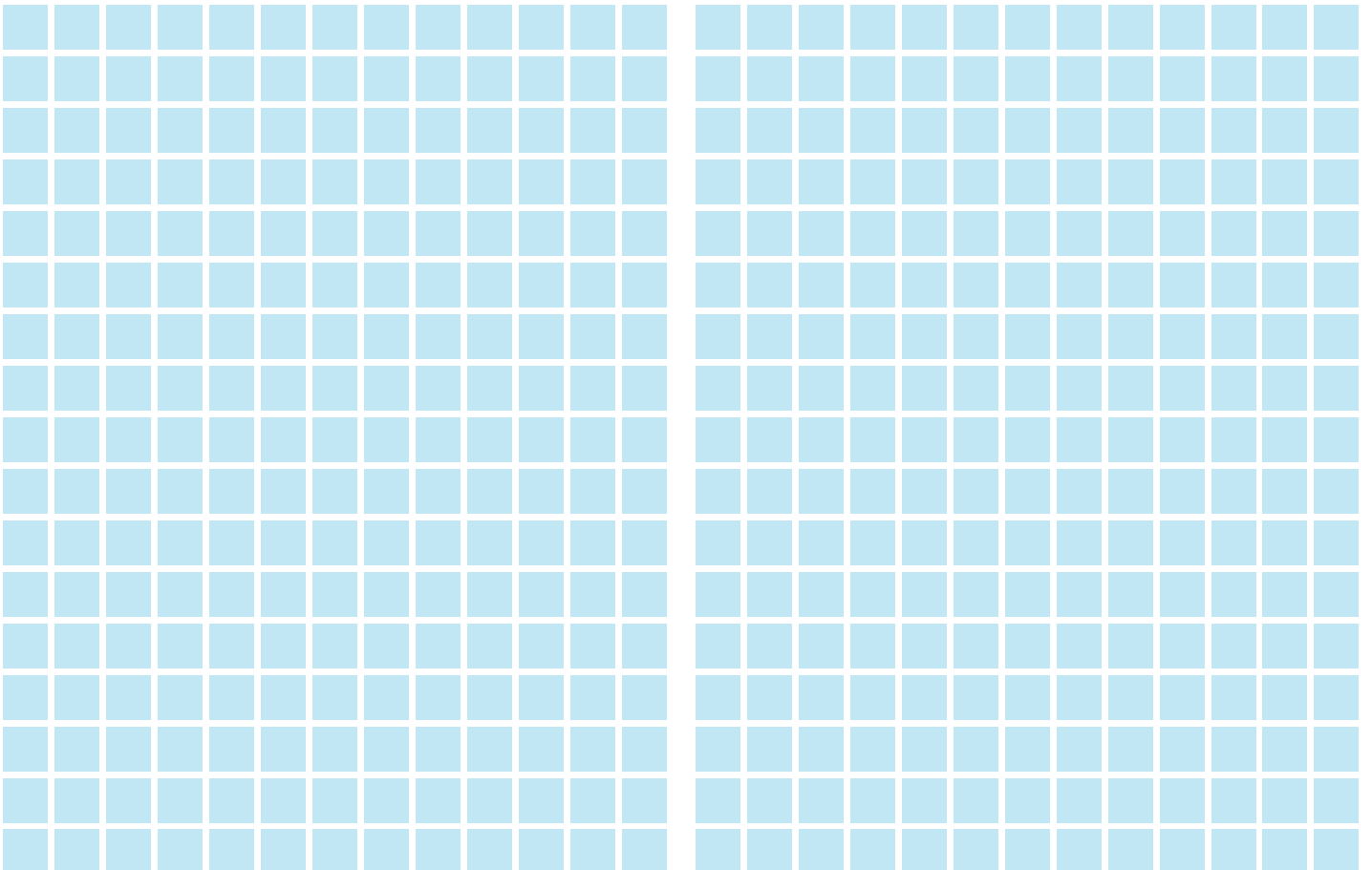
Special Notes: Photoshop,
Illustrator, or other specific needs

Mod Plans: 3 to 6 mods per spread required

List type of mods for spread, with details about questions to be asked.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Students Referenced on
Spread (Full Name & Grade)





YEARBOOK SPREAD PLANNING SHEET – SIZE 9

Ladder Topic _____

Page Numbers _____ Section _____

Staff Member _____

Editor _____

Final Deadline: _____ Plan Approved: _____

LEVEL ONE COVERAGE

Specific Topic/Leads:

and type of photos needed:

_____ vertical
_____ horizontal

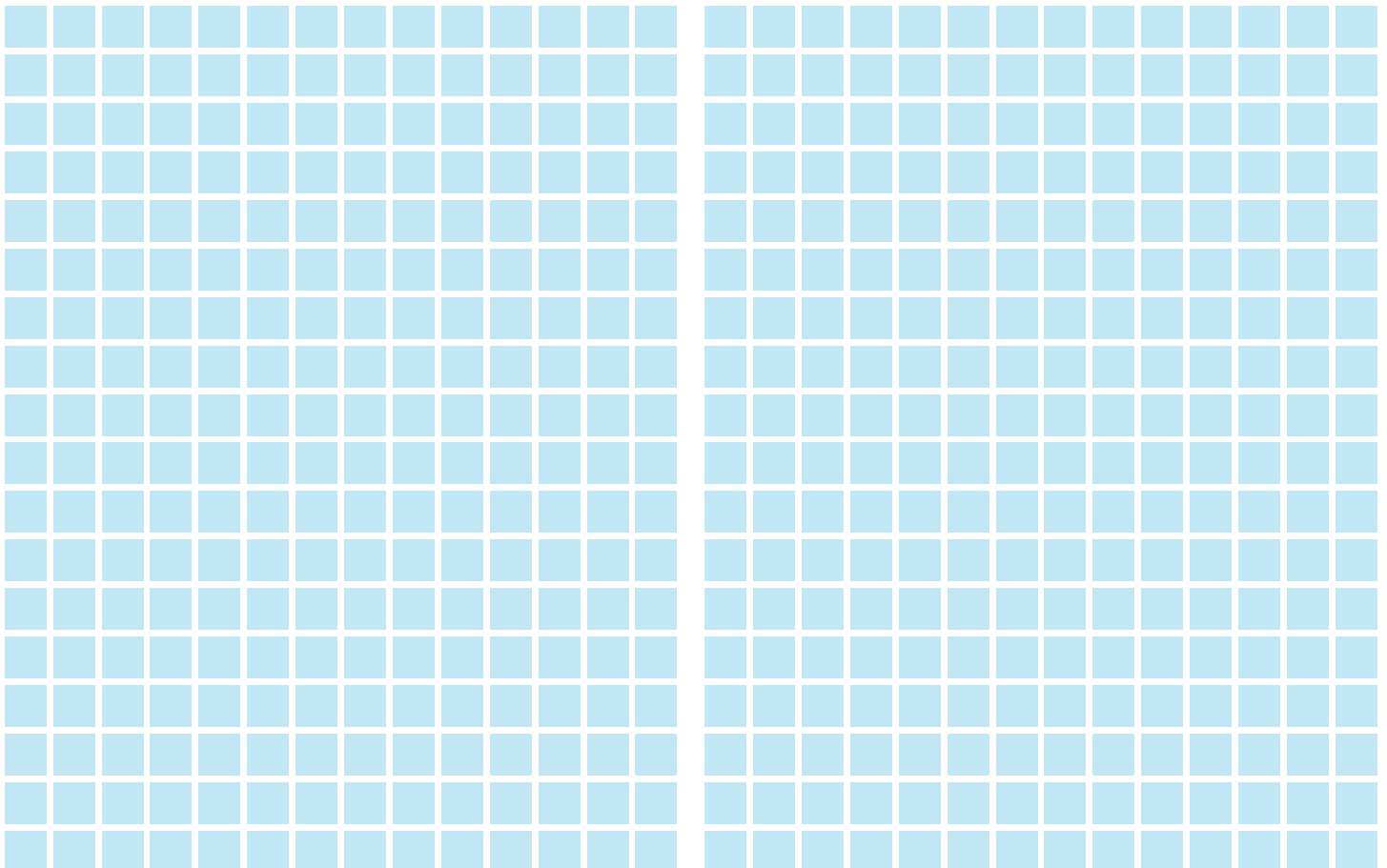
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Mod Plans: 3 to 6 mods per spread required

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5. _____
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Students Referenced on
Spread (Full Name & Grade)



SPREAD GRADING RUBRIC

PAGE #S	TOPIC	TEAM LEADER	WRITER(S)	PHOTOG(S)	DESIGNER

POINTS	COVERAGE/COPY (15)
3	Written coverage on the spread is varied in format and covers diverse angles of topic.
3	Copy is specific, student-cantered and is written without the writer's opinion.
2	Coverage includes a variety of students.
2	Copy is well-researched and includes a variety of student quotes.
2	Headlines grab the readers attention (word play). Subheads provide more information.
2	Copy is free of grammatical errors.
1	Copy is edited to fit allotted space on the layout
/15	Coverage/Copy TOTAL
	PHOTOGRAPHY (10)
/2	Photos are tagged with correct section and student names.
/2	Photos capture emotion and show action/reaction. Dominant is best photo on spread.
/2	Photos are cropped for maximum impact, using rule of thirds and fit landscape or portrait constraints.
/2	Photos are candid, capture emotion and/or show action/reaction.
/2	Photos are varied in content and tell entire story (before/during/after).
/10	Photography TOTAL
	CAPTIONS (10)
2	All people in photo are accurately named with correct spelling.
2	Caption tells a story and includes WHO/WHAT/WHEN/WHERE + another fact.
1	Caption includes a starter or lead-in that draws reader in but doesn't repeat caption info.
2	Caption contains correct punctuation, grammar and spelling.
2	First sentence is written in present tense. Second sentence is written in past tense.
1	Caption fits space allotted on layout.
/10	Captions TOTAL
	DESIGN (10)
3	Spread follows established style guide (fonts, headline style, graphics, coverage mods)
3	Visual hierarchy is evident: one clearly dominant photo and one clearly dominant headline
2	Color choices for type/graphics enhance photos on spread.
1	External margins are defined on all sides. All elements fall inside margins except bleeds.
1	Internal margins within mods are consistent. White space isolates mods on spread.
/10	Design TOTAL
	PROOFING (5)
1	PDF of finished spread is printed out with every element placed (no dummy photos or copy).
1	File is moved to PROOF status in eDesign.
3	Spread is corrected based on editor/adviser feedback.
1	File is returned to PROOF status in eDesign.
/10	Packaging TOTAL
/50	TOTAL POINTS

Deadlines/Initial upon completion/submission

Leader Deadline	Editor Deadline	Date Submitted	Plant Deadline

SPREAD GRADING RUBRIC [InDesign]

PAGE #S	TOPIC	TEAM LEADER	WRITER(S)	PHOTOG(S)	DESIGNER

POINTS	COVERAGE/COPY (15)
3	Written coverage on the spread is varied in format and covers diverse angles of topic.
3	Copy is specific, student-cantered and is written without the writer's opinion.
2	Coverage includes a variety of students.
2	Copy is well-researched and includes a variety of student quotes.
2	Headlines grab the readers attention (word play). Subheads provide more information.
2	Copy is free of grammatical errors.
1	Copy is edited to fit allotted space on the layout
/15	Coverage/Copy TOTAL
	PHOTOGRAPHY (10)
/2	Photos capture emotion and show action/reaction. Dominant is best photo on spread.
/2	Photos are cropped for maximum impact, using rule of thirds and fit landscape or portrait constraints.
/2	Photos are candid, capture emotion and/or show action/reaction.
/2	Photos are varied in content and tell entire story (before/during/after).
/2	Photos are formatted correctly (300 dpi).
/10	Photography TOTAL
	CAPTIONS (10)
2	All people in photo are accurately named with correct spelling.
2	Caption tells a story and includes WHO/WHAT/WHEN/WHERE + another fact.
1	Caption includes a starter or lead-in that draws reader in but doesn't repeat caption info.
2	Caption contains correct punctuation, grammar and spelling.
2	First sentence is written in present tense. Second sentence is written in past tense.
1	Caption fits space allotted on layout.
/10	Captions TOTAL
	DESIGN (10)
/3	Spread follows established style guide (fonts, headline style, graphics, coverage mods)
/3	Visual hierarchy is evident: one clearly dominant photo and one clearly dominant headline
/2	Color choices for type/graphics enhance photos on spread.
/1	External margins are defined on all sides. All elements fall inside margins except bleeds.
/1	Internal margins within mods are consistent. White space isolates mods on spread.
/10	Design TOTAL
	PACKAGING (5)
/1	Spread is named correctly: Job #_Page#-Page#_Content: 3564_044-045_ SeniorMots
/2	Spread is correctly packaged: Folder includes all linked photos and fonts
/2	Print out of finished spread shows every element (no dummy photos or copy)
/1	File is saved into FINISHED PAGES folder.
/10	Packaging TOTAL
/50	TOTAL POINTS

Deadlines/Initial upon completion/submission

Leader Deadline	Editor Deadline	Date Submitted	Plant Deadline