YEARBOOK STAFF *handbook*

2025 - 2026



This handbook belongs to:

_____

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MESSAGE FROM *the advisor*

Congratulations! You have been selected to be a part of the 2025-2026 Yearbook Staff. It is my hope that you will nurture your passion for photography, journalism, and creativity in this class and beyond.

Being a part of creating the yearbook requires passion, hard work, time, and patience. You are about to embark upon an experience that is unique and this class will provide you with practical experience and skills that you will take with you into the future. You will also have the opportunity to have fun working with a great group of like-minded individuals who share your excitement about yearbook.

Once the yearbook is printed and you have it in your hands, you will feel all your hard work and effort paid off. Unlike most of your academic classes, you will be able to hold the finished product in your hands and it will be something that you can keep for years. You will gain experience in photography, journalistic writing, advertising, working with a team, and time management.

Sinaloa Yearbook Staffers are

- ❏ self-motivated
- ❏ excellent time managers
- ❏ team players
- ❏ inclusive of everyone
- ❏ respectful
- ❏ prepared
- ❏ on time
- ❏ responsible
- ❏ honest
- ❏ creative

A yearbook and it's staff are something special. As a team you all put your spin on the year, recording the memories that your peers will have for the rest of their lives. You help create the perception people in the community have of the school. The work you do this year will have an impact not only on yourself but the school. In this class you are not just students, you are journalists.

I am SO excited to have you on my staff and I want to thank you in advance for your dedication to the yearbook! This is going to be a great year.

OUR *motto*

Everyone's **YEAR**
Everyone's **BOOK**

OUR MISSION *statement*

To produce a professional publication that captures the spirit of our school, the different interests of the student body, and the special activities throughout the year, while remaining inclusive and respectful to our school community.

COVERAGE *pledge*

I, _____, solemnly swear the yearbook is not a scrapbook of yearbook staff. It is about everyone in school. It is about making everyone feel good. We will try our best to cover everyone at least three times. In the name of our yearbook, hooray!

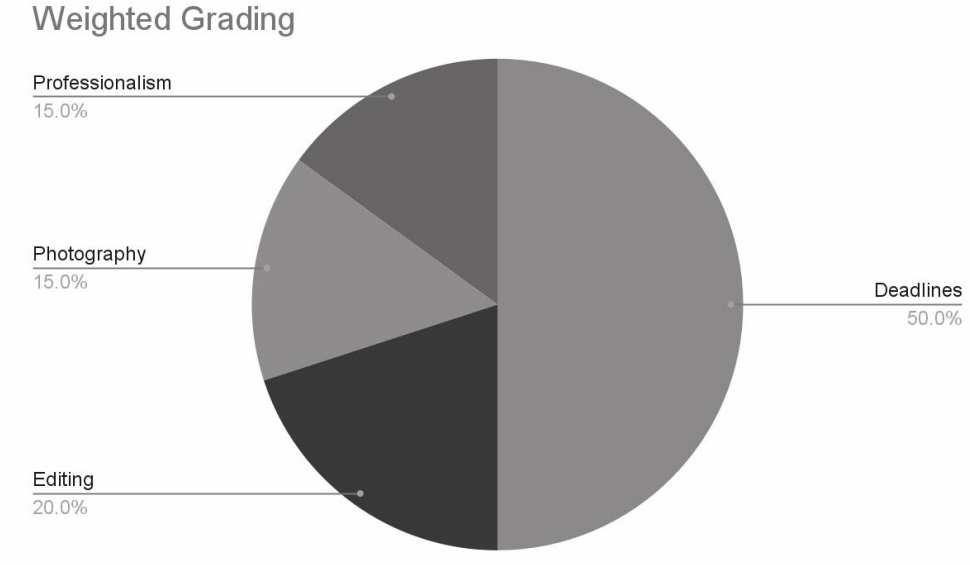
HOW AM I BEING *graded?*

1. **Deadlines 50%:** Once production begins, staffers will be assigned spreads from the yearbook to cover and must meet the assigned deadlines. **Not meeting a deadline results in late fees accrued by the school. Therefore, not meeting deadlines is not an option and failing to do so may result in a failing grade.** Submitting a page to meet a deadline will not guarantee a good grade. Staffers must demonstrate quality work upon submission. Accurate spelling, quality photos, and a well thought out layout are expected. There will be multiple reviews in class and outside of class to edit errors out.

2. **Editing 20%:** Each spread will be reviewed at least three (3) times before submission. Once by the assigned staffer, peer edit by another staffer, and a family member and/or a third staffer. Staffers will earn a grade for their editing skills during the peer editing phase.

3. **Photography 15%:** Staffers are responsible for taking pictures for their assigned spreads throughout the year. If they are unable to take the photos themselves, they must arrange with another staffer to get coverage. Staffers will submit their "Best 10" each quarter for a grade to demonstrate their mastery of photo techniques.

4. **Professionalism 15%:** A large portion of this class is working with school staff, teachers, parents, and students. Staffers must show professionalism at all times; this includes in email correspondence, interactions on campus, and appropriate use of equipment. Professionalism also means keeping track of all required materials each day (camera, notepad, laptop, SD card, etc.) Staffers will start with 100 points of professionalism and will be deducted points if unprofessional issues arise (ex. missing a photo job and not getting someone to cover, losing equipment that is recovered by other people, etc.). Staffers who drop below 80 points will meet with Mrs. Henderson one-on-one and may be removed from the class.





Sinaloa Middle School
A California School to Watch
A California Gold Ribbon School
2024 - 2025

YEARBOOK *class*

Adviser: Mrs. Henderson

Email: haley.henderson@simivalleyusd.org

School Website: sinaloa.simivalleyusd.org

Class Website: Yearbook Google Classroom

Course Objectives:

Yearbook is a unique course in that we have a tangible object we created by the end of the year. Your success in this class will be determined not only by the final product, the yearbook, but also by how each student grows as a leader and a creator at Sinaloa. Students will demonstrate an ability to assess and meet deadlines, work collaboratively with classmates, communicate ideas and respond to opposing ideas in a respectful manner. They will document moments throughout the year to preserve in the yearbook, develop both leadership and creativity, and speak professionally to their classmates, students across campus, and Sinaloa staff members.

Journalistic Integrity & Professionalism:

You will be expected to maintain journalistic integrity at all times which means to take responsibility for accuracy in all work, to record our year in an inclusive manner, and to ensure professionalism when working with students and teachers. This includes correspondence via email, polite interruptions in the classroom, and usage of cameras to document events/classes.

Communication:

Communication is key for a great staff to work. Your school email will be the primary mode of communication between staffer and adviser. However, students may be asked to devote time outside of school hours in order to complete their assigned tasks With that in mind, Sinaloa Yearbook Staffers are asked to use the Remind App for all communication outside school and email correspondence. I commit myself to making myself available when necessary by staffers, within reason.

Deadlines:

This class is unlike any other because it is run like a business, not just a class. Deadlines will be the greatest determining factor when it comes to grades in this class. When students miss a deadline, they incur a late fee and slow down production of the yearbook. Dates for all deadlines will be made available to all staff *long before the due date* so there should be no confusion or questions. If meeting deadlines and time management are not your strong suit, this may not be the class for you.

What's to Come:

The yearbook is only as good as you make it and how much time, effort, and creativity you put into it. What you put into it, you will get out of it. Additionally, with great responsibility comes great reward. Not only will you be able to see the physical representation of all your work, but you will enjoy Yearbook Class rewards. It also is my hope that by the end of this year you will have enjoyed creating not only the yearbook but a family with all the amazing staffers in this room with you.

The full and complete Yearbook Handbook can be viewed by students and parents/guardians on Google Classroom.

CAMERA *contract*

CAMERA AGREEMENT

1. You accept full responsibility for the safe and timely return of the yearbook camera equipment including:

❑ Camera	$519
❑ Lens	$220
❑ Camera Bags	$40
❑ Lens Cover	$9
❑ Memory Cards (SD)	$20
❑ Cords and Chargers	$50

2. Equipment must be returned in the same condition it was in when you checked it out. Cameras will be checked regularly for functionality and damage.
3. Each staffer is assigned one camera, one SD card, and a Camera Cubby. They are responsible for their equipment alone and should not share with other staffers and especially not other students.
4. Camera neck straps must be used to prevent dropping the equipment. Do not use a camera without the neck strap being around your neck. You are responsible for any damage to the camera or lens while they are in your possession.
5. Do not take apart a camera or try to remove any parts from the camera.
6. Do not get liquids, dirt, or any food on the camera. Always replace the lens cover when not in use.
7. Do not lend ANY of the camera equipment to anyone else, including other staff members. It is checked out only to you and <u>you are responsible for it.</u>
8. Camera equipment must be in your immediate possession at all times. Do not leave it in another classroom to pick-up later.

If you cannot follow the terms of this contract, you will not be allowed to check out the equipment. If you violate the terms of this contract, you will lose the privilege of checking out equipment.

SIGNATURE *sheet*

PARENT AGREEMENT:

To create the best working relationship between all those involved, it is important that we all agree on a given set of consistent expectations from the beginning. Please consider the following expectations, initial next to each one demonstrating that you agree, and sign at the bottom.

____ I understand that my student will need to devote time outside of class to the completion of assigned tasks and that the ability to meet deadlines at the highest level possible is an essential part of the student's grade.

____ I understand that my student will be working with specialized equipment and supplies and will be held responsible for any damage and/or waste due to negligence. Also, equipment must be returned at the earliest possible time to assist others in doing their work.

____ I understand that my student will be expected to maintain journalistic integrity at all times. To strive for accuracy in all work, to report in an inclusive manner, and to assure that all published material does no harm.

____ I understand that if my student is going to be absent that they are responsible to assure that any work they will miss is covered by another staffer (i.e. a photo assignment).

____ I grant my student permission to miss part of any class period on journalism-related errands, and it is the responsibility of my student to obtain and complete missing work/ notes. All attempts will be made to minimize the loss of class time for other classes.

____ I understand that my student may be removed from the class for abusing any publication related privileges. I also understand that commitment to the class is imperative and it is not to be viewed in any way as a "free period" or "easy elective".

____ I understand if my staffer's equipment is damaged, lost and/or stolen, I am responsible for paying for replacement(s). Cost breakdown is as follows: Camera ($500.00), SD card ($10), camera lens ($15).

Parent/Guardian Name Printed: _____

Parent/Guardian Signature: _____

Date: _____

STUDENT AGREEMENT:

Please consider the following expectations, initial next to each one demonstrating that you agree, and sign at the bottom.

____ I have been made fully aware that I may be asked to devote outside time in order to complete assigned tasks for deadline time. I commit myself to making those times available when necessary and understand that the ability to meet deadlines at the highest level possible is an essential part of my grade.

____ I understand the importance of the publications' equipment and supplies and pledge to treat them with respect. Eating in class and misusing the cameras will result in being unable to use the equipment in the future. Should I neglect and/or abuse the materials, I will repair or replace them. Also, equipment must be returned at the earliest possible time to assist others in doing their work.

____ I understand that I will be expected to maintain journalistic integrity at all times. I will strive for accuracy in all work, to report in an inclusive manner, and to assure that all published material does no harm. I understand that all photos taken for the yearbook class are only to be used for the yearbook and no other reason. Photos are not to be published on social media or websites.

____ I understand that if I am going to be absent that I need to finish any and all work by the assigned deadline. In addition, it is my responsibility whenever possible to assure that any work I will miss is covered by another staffer (i.e. a photo assignment).

___ I recognize my responsibility to operate in full integrity if given permission to leave class on journalism-related errands. I pledge to behave responsibly reflecting the best of myself, staff, & school.

____ I understand it is my job to unnoticeably blend in with school-related photo opportunities. I will not distract others or purposely cause attention to myself. If I'm temporarily removed from another class, it is my responsibility to find out what I missed and make it up right away before any penalty may occur.

____ I understand that I may be removed from the class for abusing any publications related privileges. I also understand that commitment to the class is very important to completing the yearbook at the highest level possible, and that lack of completion of deadlines may result in a failing grade.

____ I understand if my equipment is damaged, lost and/or stolen, my parents/guardian and I are responsible for paying for replacement(s). Cost breakdown is as follows: Camera ($500.00), SD card ($10), camera lens ($15).

Staffer Name Printed: _____

Staffer Signature: _____

Date: _____

As adviser, I understand that a staff member has other obligations and responsibilities. Therefore, I will work individually with each staff member to make sure that they fully understand the commitment that is being made prior to assuming a responsibility. I want an open line of communication between staffers, parents, and myself. The best way to reach me is to email me at haley.henderson@simivalleyusd.org. I'm looking forward to creating the best yearbook ever with you!

YEARBOOK CLASS
expectations

Sinaloa's SABER Code is the foundation for behavior expectations on our campus. This Code, along with our standards for citizenship & work habits grades, the school tardy policy, and the school discipline policies, are included in the Agenda book which can be found online at sinaloa.simivalleyusd.org

- **Be Prepared:** Come to class on time and with all your materials ready for the day including this handbook & a silent reading book.

- **Be Responsible:** Follow directions and be paying attention. Stay organized and keep the classroom clean. Check your area and the floor before leaving the classroom. Follow all camera rules.

- **Be Respectful:** Be respectful to your fellow staff members and yourself. This includes personal space and the property of the classroom and others. A part of this class will be critiquing other team members' work in a respectful and professional manner.

- **Be Engaged:** Complete assignments on time. Ask questions. Give your best effort. Participate in all activities and class conversations. Show up every day ready to work hard & have fun.

Consequences for not following the rules include but are not limited to: Warning, Parental Contact, Parent-Teacher Conference, Referral, Removal from Class, etc.

CLASS *policies*

Cellphones:

Under most circumstances, cellphones are not to be seen or heard in class. Please keep them in your backpacks or locker.

Leaving the Room:

Students should obtain permission and sign out when leaving the classroom, whether it is to use the restroom or to conduct relevant interviews/research. Yearbook staff members who misuse their position to visit friends or disrupt other classes may be removed. When you are running errands for yearbook, be quick and courteous. Classroom interruptions should be limited to one per class. Please make sure you consolidate materials with other groups before leaving.

Additionally, you need to let Mrs. Henderson know where you will be going. Use the Staffer Tracker Board to indicate where you are going (building, room number, teacher, etc.). No more than two staffers should leave for one assignment including interviews, photo sessions, or any other item of business.

Social Media:

Photos taken for the yearbook class are only to be used to create the yearbook. Any use of photos taken for the yearbook class or misuse of yearbook privileges may result in a failing grade and/or removal from the class.

YEARBOOK CLASS *materials*

Yearbook Staffers are expected to bring all the following items on the list below to class EVERY DAY.

- **Yearbook Staff Handbook:** This handbook is your survival kit for this class. Bringing it every day is mandatory so students keep track of updates, deadlines, and other important information from class.
- **Spiral Notepad:** Staffers will be interviewing and gather information from many sources throughout the year. This provided spiral notebook will be be a required tool to take notes, write down details, and other pertinent information for the yearbook.
- **Pencil and / or pen:** Writing assignments may be given at any time during the year and students must be prepared with a writing utensil of their choosing.
- **Their ideas and their voice:** Everyone's Year, Everyone's Book, including yours. You create and speak for the entire student population in this class. Use your voice and ideas every day to create the best product we can.
- **Camera:** Each staffers will be borrowing a camera and SD card. Borrowed yearbook cameras must be returned by the end of every week. Camera checks will be done to ensure they are taken care of.
- **OPTIONAL - USB Mouse and mouse pad:** Design on a laptop can be difficult to do on a laptop. I strongly encourage staffers to bring their own computer mouse to make designing, editing, and working on the yearbook software far easier.

Note: If students or families are unable to purchase any of the items above, please notify Mrs. Henderson immediately so arrangements can be made to obtain these materials.

YEARBOOK *vocabulary*

Aperture: the opening of a lens's diaphragm through which light passes

Bleed: The extra space around the page that is intentionally printed. “Bleed” also refers to any content (photos, clipart, etc) that extends past the edge of the page.

Byline: Name of the person who wrote or designed the page.

Candid: An unposed photograph where the subjects are not distracted from what they are doing.

Caption: Text near a photo explaining the who, what, when, where, and why of the photo.

Copy: All the text on the page. Usually the main story of a page.

Copy Editing: Work done to improve the accuracy, style, and format of a story. Copy editing can consist of correcting grammar and spelling, and ensuring that a story is clear and aligns with the style of the yearbook.

Coverage: Refers to the topics featured in the yearbook.

Dominant Element: The element on the page that immediately attracts the reader's attention.

Double page Spread (DPS): Two facing pages in a yearbook that are meant to appear as one cohesive design.

Endsheet: These appear on the inside of the front and back covers. They are usually left blank but sometimes they follow the theme of the yearbook.

Exposure: the amount of light per unit area reaching a frame of photographic film

Focus: the sharpest area of the image

Folio: Information that helps the reader know their location in the book such as: page numbers, page names, section names etc.

Gutter: The center of a double page spread where the two pages meet.

Headline: A line of large text used to introduce the topic and main point of the page.

Ladder: This is an organizational tool on which the entire yearbook is laid out page by page. Think of it as an overview of the yearbook that only the staff and yearbook advisor get to see.

Module: yearbook equivalent of a sidebar; it is a smaller amount of text with accompanying photos that supports a page's main story; also known as a “mod” or “module question”

Shutter Speed: the speed at which the shutter of the camera closes

Spine: The part of the binding that connects the two outside covers. The name of the school and year is usually found on the spine. .

Spread: Facing pages which are linked visually through design and conceptually.

Template: A master page that maintains consistency within a design or section.

Theme: The central idea or concept; the narrative or pictorial thread the unifies the various parts of the yearbook.

Title Page: The very first page of the yearbook which includes the school name, year etc.

White Space: Blank area of any page that is not covered by text or pictures.

White Balance: used to adjust colors to match the color of the light source so that white objects appear white

YEARBOOK 101 *notes*

Everything you need to know, and then some, about design, photography, type, headlines, captions, editing, marketing, advertising, and team building.

- Yearbooks are a school _____that first began as a scrapbook in 1845 and continues to _____.
- A yearbook reports the _____and _____ story of one school year in a _____and _____way.
- The yearbook staff must clearly understand _____to produce a yearbook that is valued.

The yearbook Top 10: while each yearbook is a unique creation, there are 10 elements that all great, award-winning annuals have in common.

1. Inclusive _____ featuring everyone at least 3x
2. An appealing _____that makes a bold statement about your school & reflects the taste of your students.
3. Relevant _____that reaches beyond the walls of the school to capture the lives & interests of students.
4. Identification, with _____spelled names, of all the people in the photographs
5. Photos, including those submitted by readers, which _____ personalities & tell stories.
6. Interactive _____that engages readers by featuring polls, surveys, & superlatives.
7. Eye-catching designs & _____graphics.
8. Personalized _____including personalization on the _____, personal feature pages, and recognition ads.
9. An _____index
10. Plenty of _____space

II. Yearbook Goals should be based on the Top 10

Write down the goals we as a staff come up with for this year below.

1. _____
2. _____
3. _____
4. _____

III. The 7 C's that make up a yearbook

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

IV. Class

Every staffer of the yearbook team serves a _____. Every staffer is _____. Every staffer must _____clearly. Every staffer must take _____in the big picture (making the entire yearbook) and the _____details (spelling every name correctly on your page). Every staffer must be _____, _____, & _____. Every staffer should motivate other team members with _____and _____feedback. Every staffer should remain _____to new ideas and in the work environment.

V. Content

- _____elements deliver much of the yearbook's content.
- _____images command reader attention.
- _____have strong storytelling appeal.
- Yearbooks feature many _____per spread.
- Clip art, collages, and distracting backgrounds are yearbook _____!

VI. Coverage - Photography

- You can't afford to waste any space in your yearbook
- _____ tightly to make sure every photo tells a different story
- Show the readers something we _____
- Vary your _____ & _____ to go boldly where others may not be able to go
- Use your Zoom _____
- Easier to retake a photo than to zoom, crop, etc.
    - Learn to see & think like a _____
    - _____ the story through photos
- In a perfect yearbook, every photo would capture what? _____
    - Capturing reactions, movement
    - The decisive moment photography

VIII. Photo Guidelines

- Use photo techniques to add more _____ to your photos
- Use and reflect _____ when possible
    - Put subject in the _____ and reflect the light onto their face
    - Photography means to _____ with light so pay attention to the lighting (too much, too little, etc.)
- There are no boring photo assignments, only boring _____
- Four point photo shoot
    1. _____
    2. _____
    3. _____
    4. _____
- Take a ton of photos
    - We can always delete the bad photos but we can never _____

IX. Photo Guidelines continued

- Take a lot of photos so you have _____
- Use the _____ to get all angles of the story
- No shoulder-to-shoulder group shots
    - All _____ can be seen
    - No _____
- Photos are in focus
- Pay attention to _____ & shade
- Capture _____ in an interesting background

X. Camera Rules

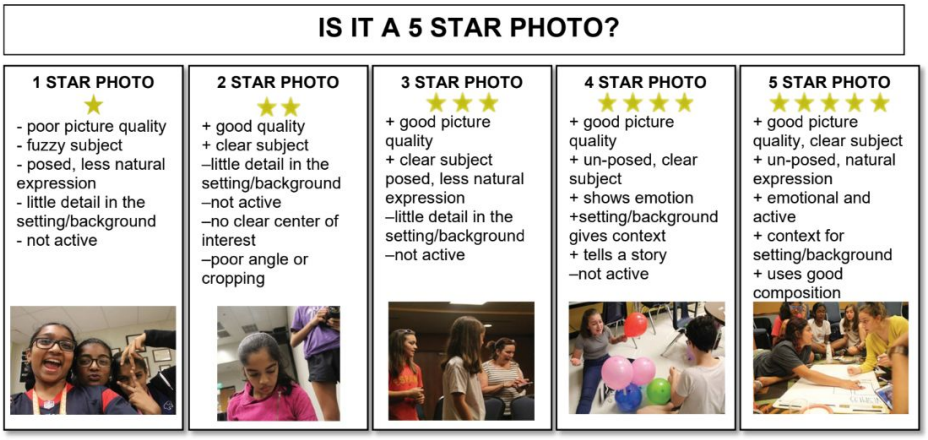
All camera rules must be done within _____ of event

1. Turn off camera before removing or inserting _____ card
2. _____ unusable photos (blurry, sideways, etc.)
3. Upload usable photos into the appropriate _____
4. Verify photos are in the correct folder (your name)
5. Charge camera _____
6. Put camera away with charger, memory card, & _____

XI. Reviewing & Uploading Photos

- Review the photos and decide which ones are _____ photos
- Upload the 4 to 5 star photos to Google Folder with your _____
- Right click and rename image with _____
    - Example: SchoolDance-RedCarpet-3/24-HH
- Upload from _____ to Image Library on Yearbook Avenue into your Image Folder (titled with _____)
- So what do people look for in GOOD photos?
    - _____
    - _____
    - _____

XII. Five Star Photos ☆☆☆☆☆



XIII. Content - Headlines

- Headlines
  - Primary headline: _____
  - Secondary headline: _____
- Captions - ABC's
  - **A**ttention getter - mini _____
  - **B**asic information - _____
  - **C**omplementary info - _____
- Module Questions: Polls, Multiple Choice, Mini Interview
  - Don't need a _____ but you do need names of students with their quote OR tag the students who answered a _____

XIV. Gathering Information

- Get the information when you _____!!!!
  - If you wait, it is more work and people and events get mixed up (aka our book is less _____)
- If you don't get the info when you take or get the photo you must figure it out later
  - Interview every individual in the photo
  - Summon them during _____ or _____ only
- Basics: Find out who, what, when, where, why, how
- Complimentary: Ask them to tell you something we don't know by looking at the photo
  - Uncover _____ & _____ facts about the photo

XV. Coverage

- Buy rates are the highest when students know they are featured in the yearbook at least _____
- It's necessary to rethink yearbook design & include lots of _____ to meet the goal of getting every student in at least _____
- Frequently monitor the _____ on Jostens to know how many times a student is featured in the yearbook
- You will be a Yearbook Representative to one _____
    - You will be responsible for getting your class in the book three times
    - This will be a part of your final _____ grade

XVI. Concept of Theme

- The theme frames all the stories of the year
- We as a staff and our readers need to be able to do the following with the theme
    - _____ it: An idea that describes your school & readers
    - _____ it: In 1-2 sentences on the opening page or cover
    - _____ it: In headlines, page ideas, font, color, dividers, folio, index and graphic elements
    - _____ it: In 1-2 sentences on the last page or backside of cover

XVII. Editing

- Collaboration is key to editing and creating. All spreads should be edited a minimum 3x
    - Who should edit your spread? _____
- Getting your spreads done _____ allows you to be calm in order to concentrate on editing correctly
- Editing for accuracy establishes _____ for the readers
    - Names and other facts must be checked
    - No one would buy a sweatshirt with their name misspelled, why would they buy a _____ that does the same?
- Use _____ to verify spelling (staff & student)
- Spelling, grammar, punctuation, and sentence structure _____ must be correct

XVIII. Editing continued

- Mistakes cost _____
- Editing goes beyond proofreading
    - You must also edit for our established _____ guidelines
- The more edits I have to correct and change the less _____ you did on the spread
    - Here's how spreads will be graded
        - -0 mistakes = _____
        - -1 mistake = _____
        - -2 mistakes = _____
        - -3 mistakes = _____
        - -4 mistakes = _____
        - -5+ mistakes = _____

XIX. Commerce

- Commerce means who is buying the book and for how much
- Once the book is completed, we will have a marketing deadline to promote, sell, and _____ our book using it's theme
- We celebrate the completion and _____ of the yearbooks when they arrive
    - A distribution party will happen and staffers will be asked to help _____
- WE will also celebrate as a staff after each _____
    - ...what we will do is TBD

There will be a TEST on the basics of Yearbook 101 on this date:

_____

Yearbook Page Rubric

Name: _____ **Yearbook Page Title:** _____
Yearbook Page Numbers: _____ **Yearbook Page Due Date:** _____
Editor: _____

Completing your pages on time & to quality standards guarantees the best yearbook possible. This evaluation is based on your production performance and its quality. You are expected to complete your pages that have been assigned. Pages must be completed by the deadline, or you will receive a failing grade for the course. Producing a quality yearbook requires each person to complete the assignment to the best of his/her ability, be willing to edit and re-edit, and most of all, complete tasks on time. You must have each of your assigned pages edited/reviewed AT LEAST three times before it is submitted for publication. A quality yearbook page must meet the below criteria.

Directions Part 1: Does the yearbook staffer have the following items correctly completed on their deadline 1 spread? Highlight YES (if everything is done correctly & completely) or NO (if one or more elements are not done correctly or completely) or NA (if it is not applicable or not needed on the page) to the statements below.

Directions Part 2: Change any & all No's to Yes's before the next edit. Only submit your assigned yearbook page to Mrs. Henderson for grading when you believe it is your very best work & when it is due.

Grade Scale: (Yearbook Pages are worth 75% of your grade)

A+ = 0 Edits to be changed on a page by Mrs. Henderson
A- = 1 Edit to be changed on a page by Mrs. Henderson
B = 2 Edits to be changed on a page by Mrs. Henderson
C = 3 Edits to be changed on a page by Mrs. Henderson
D = 4 Edits to be changed on a page by Mrs. Henderson
F = 5 + Edits to be changed on a page by Mrs. Henderson

Copy (any text written in the yearbook; it can be "headline copy", "caption copy", "survey results copy", "story copy", etc.)

1.	Spread contains a thematic headline, literal sub-headline, & HR module question that relates to the theme & content	NA	YES	NO
2.	Headline includes some reference to the yearbook's theme	NA	YES	NO
3.	Headlines are written to capture the readers' attention with clever word choice (alliteration, pun[illegible]) in a fun font	NA	YES	NO
4.	Headline & subheadline are typed in a size 24 or larger FUN font	NA	YES	NO
5.	Headline color guidelines were followed fr[illegible] color palette: 2020-2021	NA	YES	NO
6.	All pictures should have a cap[illegible] caption is accurate	NA	YES	NO
7.	The first sentence of each caption starts with an action verb & is writt[illegible]ent [illegible] (except [illegible]ns)	NA	YES	NO
8.	[illegible]ptions must be the same size & same font; f[illegible]t si[illegible]ld n[illegible]ig[illegible]han[illegible]	NA	YES	NO
9.	Captions are in 3rd person point [illegible] (no u[illegible]u, e[illegible]	NA	YES	NO
10.	Every caption co[illegible] contri[illegible]htful[illegible]read[illegible]nething we[illegible]ow[illegible] looking at the photo w[illegible]g the[illegible]	NA	YES	NO
11.	All text boxes [illegible]laced skillf[illegible]n [illegible]page [illegible]d [illegible]e sa[illegible]rections (right, left, OR center)	NA	YES	NO
12.	All captions come [illegible]vey[illegible]s, o[illegible]on[illegible]e interviews to gather accurate information	NA	YES	NO
13.	[illegible]l headlines & [illegible]ea[illegible] ar[illegible] fu[illegible]ont and all captions are in a copy font: AYT, [illegible]	NA	YES	NO
14.	[illegible] the copy is spe[illegible] proofread for accuracy of information (including [illegible]) & is free of grammar [illegible]rs	NA	YES	NO
15.	A[illegible]HR module captions are correctly formatted: First [illegible] Answer. Copy is in black or white Urbano font	NA	YES	NO
16.	D[illegible]inant caption has an initial, dr[illegible]	NA	YES	NO
17.	In every caption [illegible] last names must be on the same line	NA	YES	NO
18.	ALL textboxes are INSIDE the blue border line; copy can NOT cross the blue border cut line	NA	YES	NO
19.	Homeroom module question is written correctly, completely, & close to the HR module photos	NA	YES	NO
20.	Copy (like captions) does not interfere with people's faces in the photo they're attached to.	NA	YES	NO

SAMPLE

Photographs

21.	Faces in photos are INSIDE the blue border cut line	NA	YES	NO
22.	There are at least 50 or more people in photos on the page	NA	YES	NO
23.	All the photos are 6 point photos: interesting backgrounds, faces only, no touching shoulders, no mug shots, emotion, lighting	NA	YES	NO
24.	The subject of the photo has been zoomed in on and photos are appropriately cropped	NA	YES	NO
25.	The camera angle & direction of light enhances the subject(s) & provides interest	NA	YES	NO
26.	At least 1 COB (Cut Out Background) is on the spread of a an image relating to our theme	NA	YES	NO
27.	All HR module photos are placed in a solid black or white stripe background	NA	YES	NO
28.	Every photo captures emotion in motion (unless it is a reference photo)	NA	YES	NO
29.	There are a variety of different photos that show different aspects to the story & avoid content repetition	NA	YES	NO
30.	There are a variety of individuals & groups represented	NA	YES	NO
31.	All photos are technically & artistically appealing	NA	YES	NO
32.	Photo boxes are as big as possible and use up most of the space on the spread. Blank space is nonexistent	NA	YES	NO
33.	All photos are in sharp focus & lack flaws	NA	YES	NO
34.	Vertical & horizontal photos are taken to help prevent visual monotony	NA	YES	NO
35.	Photos reflect a variety of artistic techniques (bird's eye view, worm's eye view, portrait, unconventional, etc.)	NA	YES	NO
36.	Every homeroom student & teacher is photographed & identified on the spread	NA	YES	NO
37.	Every person in every photo has an interesting pose (no shoulder to shoulder; except the club group photo)	NA	YES	NO

Design (layout & structure; how the page will be formatted in the yearbook)

38.	The entire spread could be described as **both** creative & similar to what a fashion magazine spread looks like	NA	YES	NO
39.	There are **at least 50 identified** students on the page	NA	YES	NO
40.	The theme is obviously demonstrated on the [illegible] in elements from the cover	NA	YES	NO
41.	Page created by First and Last [illegible] is attached to the gutter on both pages in a copy [illegible] on font [illegible]	NA	YES	NO
42.	Vertical & horizontal photos, modules, graphics, & copy are located [illegible] to prevent visual [illegible]	NA	YES	NO
43.	There is a dominant photo on the spread	NA	YES	NO
44.	The folio template with the accurate page numbers is [illegible] to [illegible] (r[illegible]le)	NA	YES	NO
45.	An approved magazine spread or [illegible] page [illegible] was u[illegible] design the [illegible]	NA	YES	NO
46.	Only colors from the [illegible] 2021 [illegible] used [illegible]	NA	YES	NO
47.	The 3peat rule [illegible] with [illegible] the [illegible]	NA	YES	NO
48.	Every photo has [illegible] attached to it	NA	YES	NO
49.	[illegible] camera and/or [illegible] COB [illegible] relat[illegible] the [illegible] is strategically placed; No clipart COB's	NA	YES	NO
50.	[illegible] photo is saved co[illegible] eve[illegible] in[illegible])	NA	YES	NO
51.	A[illegible] group photos [illegible] the [illegible] in alphabetical order	NA	YES	NO
52.	T[illegible] are equal spa[illegible] margins between ALL the elements on the page	NA	YES	NO
53.	Ph[illegible], copy, or graphics that extend across the gutter of the yearbook [illegible] strategically without losing key content	NA	YES	NO
54.	If t[illegible] HR module background stripe is white, then [illegible] background spread must be black or vice versa	NA	YES	NO
55.	Virt[illegible] reality trigger is placed strategi[illegible] spread with a caption identifying the content	NA	YES	NO
56.	All photo boxes are the ex[illegible] within the same module area	NA	YES	NO
57.	Text boxes are [illegible] size as the picture they are attached to	NA	YES	NO
58.	Headlines, textboxes, photos, graphic elements, etc. DO NOT unintentionally run into each other	NA	YES	NO
59.	All the space on the spread is skillfully used to allow photos to be as big as possible	NA	YES	NO

Production

60.	All identifiable students and staff are indexed & tagged on Jostens	NA	YES	NO
61.	The page was completed on time	NA	YES	NO
62.	Checked master calendar online and discussed with appropriate faculty member to ensure all major events were covered in addition to specific story assignments	NA	YES	NO
63.	When on assignment, photo shoots were well-planned with obvious attention to before, during & after activity/event photos	NA	YES	NO
64.	All usable pictures are uploaded from the camera onto Jostens where they are filed in an appropriate location for future reference & use	NA	YES	NO
65.	All photographs in your Jostens file are saved with the event, name, date, and staffer's initials	NA	YES	NO

Editing

66.	Edited copy, including headlines, poll results, & captions are verified for information accuracy as well as correct grammar & spelling	NA	YES	NO
67.	All style guidelines are met (font, size, color, graphic element, COB, etc.)	NA	YES	NO
68.	Verified that every student is correctly identified with accurate spelling	NA	YES	NO
69.	Subject/Verb agreement is correct. Singular subject = is; Plural subjects = are. Example: Jumping for joy ARE Mrs. Henderson and Miss Nordberg OR Jumping for joy IS Miss Dakin.	NA	YES	NO

SAMPLE

UPLOADING *photos*

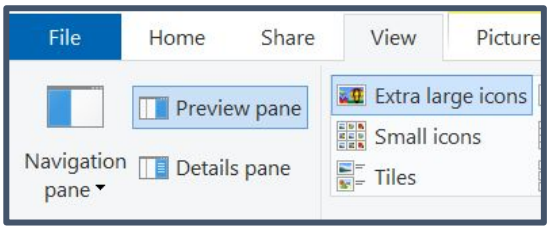
This workflow is to select the best images for publishing. Do not save everything on your SD card on the server. Always connect to the Image Library folder upon logging into your computer.



EDITING YOUR IMAGES FOR UPLOADING

Editing doesn't just mean modifying. Editing also means condensing. Not every image is worth saving. Server space is precious. Condense the number of images BEFORE you upload.

1. Insert SD card into the slot of side of computer.

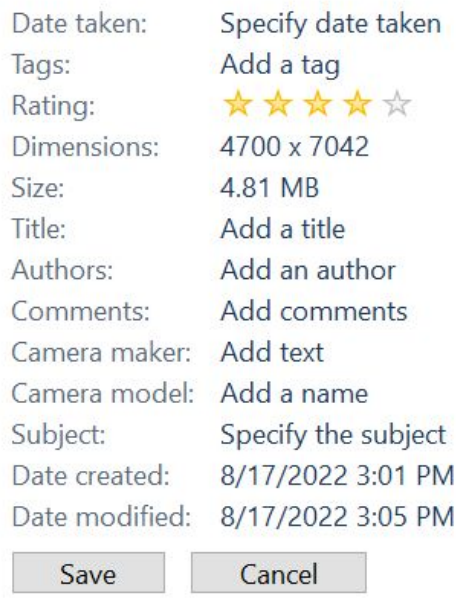


2. Navigate to the images on your card. Go to Files and USB D on the left

3. Two ways to view for editing: select View at the top and select "Extra Large Icons" -OR- select View and Preview Pane

4. RATE your images using Details Pane

- ★ Select the number of stars you want to give in the details pane
- ★ Hit save at the bottom when done



5. Filter your pictures by star rating (View - Sort by - Rating)

6. Evaluate your ratings. Do you have enough 3, 4 and 5 stars? Can you delete all the 2 stars along with the 1 star ratings, or do you need to bump some of them to 3 stars and save them?



******5 stars - Fantastic Image
****4 stars - Good image, little correction
***3 stars - Okay image, needs work
**2 stars - Seriously desperate
*1 star - Delete

7. Now you are ready to upload your 4 and 5 star images.

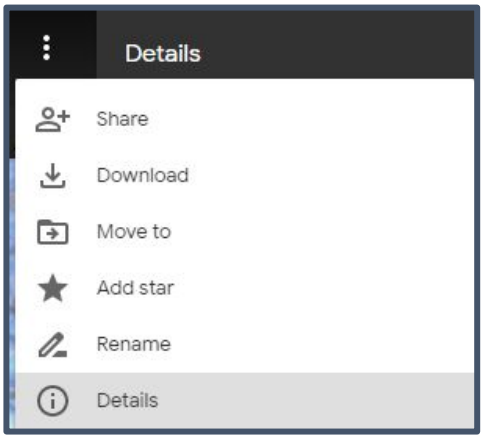
•SELECT ALL 4-5 star images (Control+Select) and upload them to the Google Folder with your name



•After they are uploaded to the Google folder, right click each picture and rename it using the following format

-Event Name
-What it is
-Date
-Staffer's initials

8. After you have uploaded your images to the correct folder with your name, evaluate the top storytelling images. Move those images into a new subfolder named TOP IMAGES.



•Look for a visual variety in wide, medium, close and tight shots with range from single, pairs and small group subjects.
•High quality. Properly exposed.
•Storytelling, story-enhancing images.
•TOP images must have captions included, written in the the DETAILS/DESCRIPTION field in Google Drive.

9. Captions should follow the ABC's of caption writing

A - Attention getter
~ mini headline
B - Basic Information
~ who, what, where, when, why, and how
C - Complementary Information
~ something the reader cannot know by looking at the photo



MY *assignment*

For each of these deadlines you will complete one spread (two pages). Who is responsible for each spread will be determined by excelling in this class and by Mrs. Henderson.

Deadline One: November 10, 2025

Deadline Two: January 19, 2026

Deadline Three: March 9, 2026

My Assigned Spreads

Spread One: _____

Spread Two: _____

Spread Three: _____

My Yearbook Avenue Information:

Year: 2023 **Job #:** 38044

My Avenger Team: _____

THEME *brainstorm*

Definition: A yearbook theme is a unifying idea that is a recurring element throughout the yearbook in graphics, copy, photos, folio, design, cover, etc. To ensure we have a consistent theme throughout the book, please fill out the following sheet to the best of your ability. We will share our headline ideas, fonts, and colors as a class.

Theme for the 2024-2025 school year: _____

1. Write down as many verbal ties to the theme as you can for the following yearbook spreads. Examples are written in teal but can be added to or changed.

    a. Opening:
    b. Table of Contents:
    c. 6th Grade:
    d. 7th Grade:
    e. 8th Grade:
    f. Staff Portraits:
    g. Club Divider:
    h. Choir:
    i. Band:
    j. Intramural Sports:
    k. Yearbook:
    l. Leadership:
    m. Builders Club:
    n. NJHS:
    o. All Clubs:
    p. Divider Student Life:
    q. Academic Divider:
    r. Academic Pages:
    s. Hobbies:
    t. Halloween:
    u. Fall Spirit Days:
    v. Spring Spirit Days:
    w. School Rally:
    x. School Dance:
    y. Thank You Page:
    z. Index:

THEME *brainstorm*

Theme for the 2022-2023 school year: _____

1. What colors, photo box shapes, font, and graphics could be used throughout (your spread & possibly others):
    a. Colors (what works with your spread?):
        i. My spread:
        ii. Book:
    b. Photo box shapes:
    c. Decorative Fonts:
    d. Caption Fonts:
    e. Graphics (images):

2. What visual elements or graphics will you use for this theme: folio, cover, photo box shapes, etc.? (sketch or attach photos)

YEARBOOK *notes*

YEARBOOK *notes*

YEARBOOK *notes*

YEARBOOK *notes*

YEARBOOK HANDBOOK *tabs*



Communication:

Communication is key for a great staff to work. Your school email will be the primary mode of communication between staffer and adviser. However, students may be asked to devote time outside of school hours in order to complete their assigned tasks With that in mind, Sinaloa Yearbook Staffers are asked to use the Remind App for all communication outside school and email correspondence. I commit myself to making mys available when necessary by staffers, within reason.



Deadlines:

This class is unlike any other because it is run like a business, not just a class. Deadlines will be the greatest determining factor when it comes to grades in this class. When students miss a deadline, they incur a late fee and slow down production of the yearbook. Dates for all deadlines will be made available to all staff *long before the due date* so there should be no confusion or questions. If meeting deadlines and time management are not your strong suit, this may not be the class for you.

What's to Come:

The yearbook is only as good as you make it and how much time, effort, and creativity you put into it. What you put into it, you will get out of it. Additionally, with great responsibility comes great reward. Not only will you be able to see the physical representation of all your work, but you will enjoy Yearbook Class rewards. It also is my hope that by the end of this year you will have enjoyed creating not only the yearbook but a family with all the amazing staffers in this room with you.

PERSONAL CAMERA *use contract*

PERSONAL CAMERA CONTRACT

1. You accept full responsibility for the safety of YOUR OWN camera equipment.
2. Sinaloa staff, yearbook staff, and students are not responsible for lost, damaged, or stolen equipment that is brought on campus.
3. The Yearbook Staffer is **only** allowed to use the camera for Yearbook business and no other purpose.
4. I understand if the camera is used for other purposes, my Personal Camera Use Contract will be suspended indefinitely.
5. I understand if the camera is not brought on campus when needed, that the staffer may borrow other equipment as outlined in the previously signed Camera Contract.

If you cannot follow the terms of this contract, you will not be allowed to bring your own camera onto Sinaloa's campus at any time. If you violate the terms of this contract, you will lose the privilege of bringing your own camera.

Parent Name: _____ Date: _____

Parent Signature: _____

Student Name: _____

Student Signature: _____ Date: _____