

ING Club Day Photos

by Nancy Smith

Picture Day (cont.)

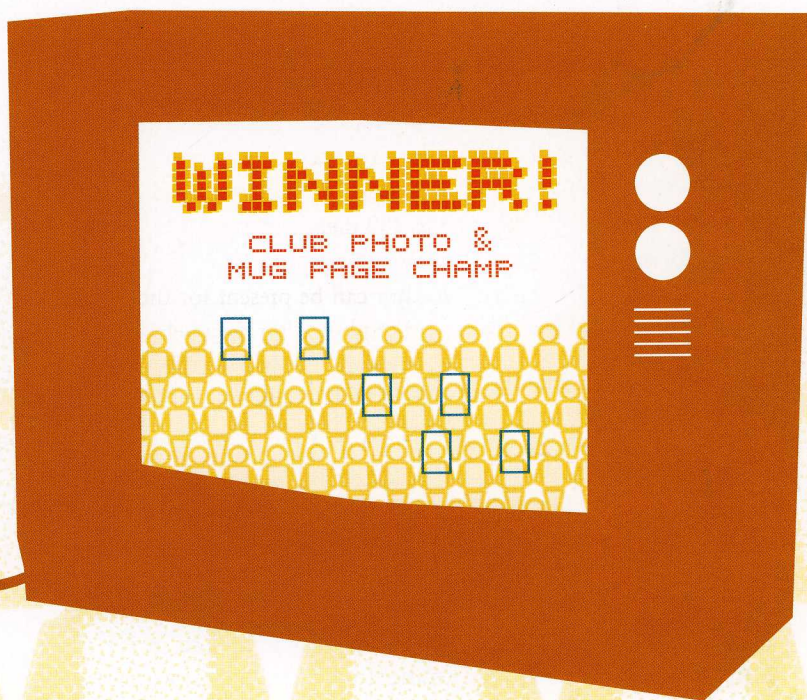
- Your staff members need to help get the group organized as quickly as possible; tell them to enlist the help of the sponsor or a club leader to help get the group members in order. We do tallest to shortest on the bleachers because it tightens up the photo – shorter kids are a step up so you can still see faces but without as much space in between.
- Your staff members need to check EVERY pass to be sure the name is CLEARLY written on it and that it is for that group. This is the hardest part of the process, but so important to maintain the integrity of the pic and make captioning it a snap!
- As soon as a group is ready, your yearbook cowboys walk them over to an empty section of the bleachers and, with the photographer, get them situated according to the shape you need for the space in the book.
- The photographer and his/her assistant snap the photo and then move over to the next group that is ready.
- It is VERY hectic for about the first 5 minutes while groups are getting organized and lined up; once they are rolling, it moves very fast as you can literally be getting 3-4 groups on the bleachers at a time.
- Once the photo is taken tell all the students to remain in their spots and their passes will be collected; yearbook members begin at the bottom left (facing group) and collect the bottom row then go back to the left side and collect the second row etc. like a typewriter; now the passes are in the exact order of the kids ready to be typed in as the caption; paper clip or rubberband and then the students move on to help with the bigger groups.

Picture Day (cont.)

- After using this method for only couple of years, we can get about 8-10 clubs with anywhere from 10-100 members photographed and out of the gym in about 15-20 minutes; during the remaining time in the class hour, my staff runs over to the computer lab and types in that hour's group captions, downloads the pics and creates a printout which is then put into the sponsor's mailbox for them to check and get back to us in a couple of days.

The Final Step

- Reward your staff for a job well done by springing for lunch that day. Send out for pizza or something.
- Thank your faculty by having kids put little notes with treats in mailboxes, for example, little rolls of Lifesavers with a note thanking them for being the staff's lifesavers yesterday. ●



MASTERING MUG PAGES

by Ann Dunayczan

My students brainstorm ideas for mug page topics in September, using current teen magazines as a resource. I teach design and layout, and they create sample spreads and paste-ups. Students are assigned “mugs” spreads and topics by mid-to-late October. We create surveys for each grade, and English teachers help us get students to complete them. My staff then has quotations to use, as well as the names of students they could interview. Obviously, the yearbook students need to receive training in photography, interviewing techniques, writing (body copy, captions, headlines, etc.), and the many things creating a spread entails. They are given mini-deadlines along the way, and the final spread pages are due by early December. This allows time for final corrections, and then the entire mug section is mailed to the plant before the winter holidays. It sure is a nice feeling to know that “ALL” those pages are done; it alleviates so much pressure with those February deadlines that eventually follow. Everyone is happier... the yearbook student, the adviser, the rep, and the plant!

Check out *Panel Builder*, the InDesign plug-in that can build an entire spread of portrait panels with name placeholders in seconds!

See your Herff Jones Sales Professional for details.