

Yearbook Staff Team Responsibilities

Production Team

The responsibilities of the production team:

- Manage all ad sales and ad designs
- Create all ad pages
- Assist adviser in coordinating yearbook events (All-school photos day; photo make-up day; fall, winter and spring sports photo days; yearbook distribution day)
- Create needed yearbook promotional materials (posters/flyers/digital signage/videos) to promote yearbook sales, ad sales, student participation in content contribution, resources for parents, etc.
- Assist Editor-in-Chief in ensuring staff meets all deadlines (stories, photos and page submissions)

Design Team

The responsibilities of the design team:

- Prioritize visual implementation of chosen yearbook theme
- Assist editor in selecting book's main color palette and use of fonts
- Create/select templates in Yearbook Avenue for each section of the book
- Create additional visual elements used throughout the book
- Ensure all elements on each spread work together to create a cohesive design reflecting the book's theme.

Photography Team

The responsibilities of the photography team:

- Create a master list of photo needs for the year based on previous year's books and upcoming events for the year
- Ensure photography staff maintains equal coverage of all school events and activities (sports, clubs, etc.)
- Attend school events and photograph activities
- Select and edit photos to be used on each spread
- Place final version of photos to be used on each page
- Use Yearbook Avenue to tag all people who appear in photos

Story Team

The responsibilities of the story team:

- Identify stories around campus to be included in the book
- Weave the book's theme through the subject of every spread
- Assist photographers in types of photos needed on each spread to help tell the story of the spread
- Write thematic content to introduce theme in yearbook opening, introduce each section of the yearbook, and wrap up theme in yearbook closing
- Write stories highlighting the people, places, and events that make CAC memorable.
- Write captions for each photo
- Ensure team meets all story deadlines