

Yearbook



Writing Leads and Feature Stories

Course Curriculum

Power Objectives

P.O. #2: Understand the planning process involved in developing effective yearbook layouts, fluent copy and a consistent theme. (P.O. #2 Proficiency Rubric)

P.O. #3: Utilize yearbook-writing guidelines to create copy and captions that communicate objectively using a journalistic style of communication to a mass audience. (P.O. #3 Proficiency Rubric)

Academic Vocabulary

- ☐ feature
- ☐ lead
- ☐ 5 W's and H
- ☐ side bar
- ☐ shirttail

Enduring Understandings

Students understand that...

- The lead is the most important sentence in the piece.
- Feature stories are essential to good yearbook coverage.
- The text in the yearbook is important to telling the story of the year.

Essential Questions

- What is the lead?
- Why do we write stories for the yearbook?
- What is needed for full coverage of the year?
- What is necessary to prepare for an interview?