



# Laker Yearbook

Lake Michigan Catholic High School

Carolyn Simmons, Yearbook Advisor



## Curriculum:

### Organization



#### Organization:

Students demonstrate an awareness of deadlines and an attention to detail through organization and careful planning.

Order Your Yearbook  
Price\$40.00  
Contact:  
Mrs. Simmons  
csimmons@lmclakers.org

### Graphic Design

#### Graphic Design:

Students learn concepts of online layout and page design including typography, stylistics, and aesthetics. Students demonstrate knowledge of basic fundamentals of design through the development of layouts.

### Advertising



#### Advertising:

Students learn quality printing techniques and art design for creating advertisements.

### Marketing & Sales

#### Marketing & Sales:

Students learn effective sales techniques and marketing to reach and achieve yearly sales goals. Students apply communicative skills for promoting yearbook and advertising sales.



### Oral & Written Communication



#### Oral & Written Communication:

Students learn to communicate effectively with area businesses and sponsors, as well as interviewing techniques. Students learn effective interpersonal communication with staff. Students learn effective written communication of headlines, copy, and captions.

### Photography



#### Basic Photography Techniques & Photojournalism:

Students learn concepts of quality composition in photography for use in photojournalism. Students apply photographic composition terminology to effective design.



### Teamwork



#### Teamwork: Develop Interpersonal Skills to Effectively Work as a Team

"Yearbook is important to me because it is one of the only classes I take where every idea is listened to with an open mind. Yearbook allows me to freely express my creativity, work on computer skills, learn how to solve problems big or small, talk to new people, and work with a variety of different people on projects. Over the past three years in yearbook, I have made friends, published two books, and ate a lot of pizza. But there are no words to describe the feeling I feel when I open the yearbook and see a page that I created." - Kayleigh Kibler, Yearbook Editor, 2011

