

**Class Name:** The Business of Yearbook  
**Grade levels:** Ages 13 and up

**Teacher:** Mrs. Houlberg

**Description:** This class is designed to run as a small business with a Sales Team, Production Team and photographers. Each student will apply for a specific job at the beginning of the school year and then will be given a title and assigned responsibilities. (There is room for overlapping jobs, such as a student who is interested in marketing but also wants to be a yearbook photographer). The teams will be expected to work well together to make sure goals and deadlines are met and a quality yearbook is produced. Those on the Sales Team will set an overall marketing plan for the yearbook and implement a year-long advertising campaign as well as organize special co-op events with respect to the yearbook. Those producing the yearbook will decide on the content, design layouts, identify and report news-making events and incorporate journalistic forms to document a year in the history of Central Brevard Christian Co-op. The photographers will work closely with the production team to capture those special co-op events as well as the everyday moments that happen during the week on campus. There will also be opportunities for creative group and individual subject photography as the yearbook content is developed and ideas are explored.

Producing the yearbook is a huge commitment and requires a very large investment of time. There are very serious consequences for not meeting deadlines and customer expectations. Please keep this in mind when considering being a part of this very rewarding class.

**Prerequisites:** none

**Textbook:** None. Pertinent class content and instruction will be emailed on a weekly basis.

**Supplies required:** 3 ring binder, notebook paper, pen, pencils. Photographers MUST have their own digital camera and the ability to upload photos to our online publishing company. Students on the production team MUST have a computer with internet access as the design software we use is online. Things that are helpful but not required: Laptop computers and wifi hotspots to use on Thursdays during class, photo editing software such as Photoshop and Lightroom.

**Monthly class cost:** \$29.00

**Materials/lab fee:** \$30.00

**FLDOE Course Number:** parent discretion, no course code will be assigned by the tutor

**Maximum # of students: 12**

**Minimum # of students: 1**

**Teacher contact:** Alicia Houlberg

Email: [aliciahoulberg@gmail.com](mailto:aliciahoulberg@gmail.com)

Phone: (321) 271-1865