

The following outlines staff positions, their respective responsibilities and estimated time requirements.

Photographer

Photography plays a very central role in the yearbook and it composes the majority of visual elements in it. Photographers are responsible for visually documenting people and events at the University, and have opportunities to photograph sporting events, including football and basketball, as well as other events such as commencement. In addition, photographers are tasked with taking group photos for various campus organizations, and capturing weekly shots from around campus. Photographers must gather relevant information about their photographs and provide it for writers in order to write informative captions. Photographers are expected to attend multiple events for the same spread and obtain a variety of photos, with a variety of subjects.

The amount of time this position requires is varying and depends on the assignments given out for any given week. On average, one can expect to put in 6 hours a week, outside of office hours.

An array of equipment is provided, including several Nikon DSLR camera bodies and an assortment of compatible lenses. Basic familiarity with DSLR cameras is required. A working knowledge of photo correction and Photoshop is preferred. One should be interested in learning how to improve his/her photography skills and use the equipment to its full advantage.

When applying for this position, please provide a portfolio of at least 5 photos. Online portfolios are preferred.

Writer

The primary responsibility of a yearbook is to keep an accurate record of the events that take place on and off campus, as well as represent the opinions of the student body. Writers are responsible for generating story ideas, writing journalistic copy, and coordinating with photographers to obtain relevant photograph information. In addition, writers are tasked with producing secondary coverage material and writing captions for photos. Writers should expect to conduct interviews in person and coordinate with photographers to create a cohesive spread.

Writers can expect to put in 4 hours a week, outside of office hours. A background in journalism is preferred, but not required. When applying for this position, please provide a portfolio of at least 2 journalistic articles.

Designer

Designers have the responsibility to create an appealing and effective book. Designers will follow a central, consistent design scheme in which they will coordinate with writers and photographers in order to create a cohesive story and spread. Contribution to the decision on the design scheme is crucial as we decide this early in the year. Designers are expected to update the status of their work through the GoogleDocs we use. Coordination with writers and photographers is necessary, and timely notice must be given regarding work so each position has enough time to complete their assignments (for example, designers should give caption info as soon as possible).

The amount of time this position requires depends on the number of spreads assigned each deadline. Depending on skill level, one can expect to put in 1.5 to 2.5 hours per spread.

Familiarity with InDesign is required, as designers will be using this program. Knowledge of effective graphic design and reader behavior is preferred. As this position is one of the last steps for a page, time should be set aside to complete pages before a deadline.

When applying for this position, please provide 2-3 samples of publication design, ideally yearbook spreads. If you have no experience with publication design, provide 1 mock spread and 2 additional creative design works.

Marketing Designer

The marketing designer's main objective is to create and carry out effective marketing materials. This opportunity offers involvement with campus and creative freedom. Familiarity with InDesign is preferred. Inquiries regarding time commitment should be directed to Matisse Rogers matisser@umich.edu.

Webmaster

Primary responsibilities of the webmaster include maintaining and updating the website and occasionally writing scripts to process various requests, such as photo submissions. Maintaining our online presence on social media websites will also be required. Knowledge of HTML and CSS required. When applying for this position, please demonstrate your ability in some way (link to functional website, sample CMS, etc.)

the application

Name

Email Address

Phone Number

Eligible Not Eligible

Graduating Class/Major

Work-Study Eligibility

Home Address

Campus Address

List other significant time commitments

What prior experience qualifies you for a position on staff?

What long-term goals do you have for yourself as a member of the staff?

Why are you passionate about yearbooks?

Briefly describe three unique coverage ideas of what we should cover on campus this year.

List two marketing ideas for promoting the yearbook.

List any additional ideas you would like to share relating to any area of the yearbook.

Designer

Rate your knowledge of the following (circle only one per line):

Apple iMacs	1	2	3	4	5
Adobe InDesign	1	2	3	4	5
Adobe Illustrator	1	2	3	4	5
Adobe Photoshop	1	2	3	4	5

Webmaster

Rate your knowledge of the following (circle only one per line):

Apple iMacs	1	2	3	4	5
Adobe Dreamweaver	1	2	3	4	5
Adobe Illustrator	1	2	3	4	5
Adobe Photoshop	1	2	3	4	5
Adobe Fireworks	1	2	3	4	5
HTML	1	2	3	4	5
CSS	1	2	3	4	5
PHP	1	2	3	4	5
Content Management Systems (e.g. Wordpress, Drupal, etc.)	1	2	3	4	5
MySQL	1	2	3	4	5