

# Editorial Board – Launch Agenda

## Your Goal

Before the teams can start work, the Editorial Board must make key creative and content decisions. These choices will define what the book *looks like, sounds like, and includes* — giving every team a clear sense of direction.

### 1. Define the Book’s Purpose

- What is our book *trying to do*?
  - Teach readers about human evolution?
  - Inspire curiosity?
  - Tell a story about how humans became who we are?
- Who is our audience — students, parents, the school community, or the public?
- What feeling or message do we want readers to take away?

💡 *Example prompt:*

“Write a short statement that explains the goal of our book in one or two sentences.”

### 2. Decide the Book’s Content and Structure

- Confirm that the book will include **15 species** (5 Turning Point + 10 Link Species).
- Decide if other sections are needed: introduction, conclusion, big-picture essay, timeline, glossary, etc.
- Decide what not to include — keep it focused and readable.
- Approve the **Fast Facts Framework** categories for each species.
- Clarify how long each section should roughly be (short summaries vs. full pages).

💡 *Example prompt:*

“List the sections our evolution book should include, from start to finish, in a logical order.”

### 3. Establish Style and Tone

- Choose the writing style:
  - Serious and scientific, or clear and friendly?
  - Formal, narrative, or a mix of both?
- Decide how much explanation vs. storytelling you want.
- Set the tone:
  - *Inspiring and curious?*
  - *Informative and factual?*
  - *Creative and imaginative?*

💡 *Example prompt:*

“Describe the tone of a science book written by students for other students. What makes it interesting but still accurate?”

### 4. Direct the Graphics & Design Team

- Decide what kinds of images the book should use:
  - Realistic reconstructions? Artistic impressions? Diagrams? Maps?
- Set a consistent visual style — realistic, stylised, or illustrated?
- Decide if each species should have one main image or several.
- Discuss what background visuals (timelines, habitats, tools) might help explain the story.

💡 *Example prompt:*

“List the types of images that would make a student evolution book more engaging and informative.”

## 5. Guide the Layout & Publishing Team

- Decide which tool to use for building the book (e.g. *Book Creator*, *Canva*, or *Google Slides*).
- Choose the basic format: landscape or portrait, digital or printed.
- Agree on page size and structure (single-page species summaries or double-page spreads).
- Approve using a simple **style guide** (fonts, colours, headings).

🗨️ *Example prompt:*

“Suggest an easy digital tool for students to use to create and publish a book, with reasons why it fits this project.”

## 6. Set Priorities for the Marketing Team

- Define the message they should share: what makes the project special.
- Decide whether to focus early marketing on *the process* (how we’re making it) or *the outcome* (the book itself).
- Approve the first marketing tasks — such as filming short clips of the team setup and writing the first project post.
- Discuss whether sponsorship or fundraising is needed yet.

🗨️ *Example prompt:*

“Write three short ways to describe our project to parents or sponsors — one sentence each.”

## 7. Assign Immediate Actions

At the end of the first meeting, the Editorial Board should:

- Summarise all decisions made.
- Write a short **Editorial Direction Brief** for each team (one or two sentences summarising their focus).
- Prepare to announce these directions in the next morning briefing.

### Key Idea

Your job right now is to *set the direction, not manage the details*.

Decide what kind of book we’re making, what it should include, how it should feel, and what each team’s first priorities are. Once those choices are clear, the teams can start creating.