Unit 01: Wecome to Yearbook!

Content Area: **Technology**
Course(s): **Yearbook Production 1**
Time Period: **September**
Length: **10 Blocks**
Status: **Published**

Transfer Skills

Enduring Understandings

Media is to be fair, accurate and unbiased.

Writing has a variety of purposes.

Skilled writers identify information important enough to capture in writing, and make that information accessible, understandable, and thought provoking to a targeted audience.

A yearbook theme should appear throughout all aspects of the publication.

A theme concept ties the book together both verbally and visually.

Essential Questions

What is the value of generating advertising dollars?

How do we implement our theme across all sections of the yearbook?

What purpose does a yearbook serve?

What character and personality traits are required of an effective

Editor-in-Chief?

What will people remember about the yearbook?

Content

Vocabulary:

Editor-in-Chief, Editors, Advisor, Staff, interview, copy, folio, signature, spread, caption, timeline, deadline, theme, production, proof, specification.

Skills

Identify functions of a yearbook.

Recognize the importance of audience and readers' expectations.

Conduct a successful interview while completing projects for yearbook design.

Evaluate, critique, edit and revise work.

Assess production needs and establish appropriate production deadlines.

Evaluate staff in their ability to carry our assignments.

Apply brainstorming techniques while completing yearbook assignments.

Apply the elements of yearbook themes and integrate our own school culture to establish a yearbook theme.

Resources

Standards

NJ: Grade 9-12

9.3 CTE: Art, A/V Technology and Communications Career Cluster
9.3 CTE: Marketing Career Cluster

Academic Foundations:

9.3.MK.2

Implement marketing research to obtain and evaluate information for the creation of a marketing plan.

9.3.MK.10

Use marketing strategies and processes to determine and meet client needs and wants.

Employability and Career Development:

9.3.12.AR.1

Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.

9.3.12.AR.3

Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.

9.3.12.AR.5

Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.

Information Technology Skills:

9.3.MK-MGT.1

Plan, organize and lead marketing staff to achieve business goals.

9.3.MK-MGT.3

Plan, manage and organize to meet the requirements of the marketing plan.

Print, Technology and Systems Skills:

9.3.12.AR-PRT.1

Manage the printing process, including customer service and sales, scheduling, production and quality control.

Technical Skills:

9.3.12.AR-PRT.2

Demonstrate the production of various print, multimedia or digital media products.

9.3.12.AR.1	Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
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9.3.12.AR.3	Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.
9.3.12.AR.5	Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
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