Unit 02: Communication through Pictures and Words

Content Area: **Technology**
Course(s): **Yearbook Production 1**
Time Period: **September**
Length: **8 Blocks**
Status: **Published**

Enduring Understandings

“Visual thinking” is everywhere around us.

The graphic artist must communicate with both words and pictures.

Graphic Design evokes meaning.

What are the basics of digital photography and image manipulation?

Essential Questions

What makes a good yearbook?

What design principals can I use to create a yearbook both students and faculty will appreciate?

What kind of advertising can help promote our product?

What is successful visual communication?

What is my experience with graphic design?

Content

Vocabulary:

Page, spread, gutter, spine, theme, copy, angle, captions, layout, eye line, pica, bleed/trim lines, white space, trapped captions, internal margins, rail, cover, end sheets, divider, secondary copy, graphics, folio, headline package.

Skills

Identify the role of the individual sections of the yearbook.

Develop knowledge of proper nomenclature when communicating in yearbook.

Understand and operate within budget and appropriate material parameters.

Demonstrate an understanding of the contribution of a systematic, sectional approach to the coverage of the yearbook.

Critique and revise work.

Develop master designs for each section, create a workable ladder, fonts and graphic elements for each section, determine story ideas, and determine photo ideas for successful creation of the yearbook.

Resources

Standards

NJ: Grade 9-12

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

9.3.IT.2

Use product or service design processes and guidelines to produce a quality information technology (IT) product or service.

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.

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9.3.IT.2	Use product or service design processes and guidelines to produce a quality information technology (IT) product or service.
9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
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9.3.12.AR-PRT.1	Manage the printing process, including customer service and sales, scheduling, production and quality control.
9.3.12.AR-PRT.2	Demonstrate the production of various print, multimedia or digital media products.