Unit 03: Design Rules to Live by

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

Enduring Understandings

The theme concept is carried out verbally and visually on the cover, title page, opening section, dividers and the closing section.

Describing and critiquing layouts using the appropriate nomenclature develops critical response, and allows for interpretation and evaluation.

Describing and analyzing the mass media will raise awareness of its common myths and misconceptions.

Essential Questions

How do skilled writers connect to their audience?

How do skilled writers make information accessible, understandable, and thought provoking?

How does describing and analyzing the mass media deepen one's understanding of our culture & consumerism?

How can observation and critique enhance your knowledge of what is around you?

Content

Vocabulary:

Type design, styles, grids, columns, body, template, copy, dominant photo, student life, organizations, academics, community, index pages, kerning, leading, contrast, balance.

Skills

Demonstrate an understanding of the Adobe InDesign, Adobe Photoshop, and Jostens YearTech Online softwareto complete the production of yearbook.

Apply knowledge of yearbook design techniques and elements to create original designs that follow the established rules of design and our own yearbook theme.

Critique and revise work.

Apply knowledge of camera operations to create properly exposed and focused photographs.

Synthesize information gained from research and interviews to produce yearbook articles that are of publication quality.

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.
9.3.12.AR.3	Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.

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9.3.12.AR-PRT.1	Manage the printing process, including customer service and sales, scheduling, production and quality control.
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