Unit 04: Commitment, Dedication, Teamwork

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

Enduring Understandings

The completion of a large production such as a yearbook requires active participation and commitment by all members of the staff.

Team members will become adept in all areas of publication production including design, writing, editing, deadline management and file management.

Equipment, techniques, and processes are needed and must be used properly when creating effective photographs.

Digital Photography is a visual form of communication.

Essential Questions

What could result if media is not fair, accurate and unbiased?

Why are there different purposes for writing within print media?

How do I use photography to communicate?

What is the role of digital photography in the world today?

How do composition, color theory, and lighting work to create a compelling photograph?

Content

Vocabulary:

Horizontal, vertical, serif, typeface, points, text wrap, reverse type, lead, body, conclusion, composition, analog, digital, focal length, megapixel, resolution, ISO.

Skills

Identify the three basic types of copy: body, headline, and caption.

Define information gathering techniques.

Display proper technique in uploading digital images from cameras to school server.

Display successful skills when creating spread and page layouts in Year Tech Online.

Show how to identify and create a quality photo in terms of traditional photo standards and content.

Edit 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

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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