Unit 05: Developing a Plan for Success

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

Enduring Understandings

Students will learn how to develop personal venues of visual communication.

Yearbook coverage should be:

Student Life 25%, Organizations 12-15%, People 25-30%, Academics 12-15%, Sports 15-18%, Community 5%.

Meeting deadlines requires planning and cooperation by all members of the team.

Essential Questions

How can I extract essential information from a student for yearbook profiles?

How can I develop skills for captivating headlines and captions?

How do I organize, evaluate, and present my own work?

What do I want to accomplish with new graphic design skills?

How do I go about deciding what is successful and unsuccessful visual communication?

Content

Vocabulary:

Depth of field, focus, symmetry, asymmetry, focal point, positive and negative space, file formats, tagging,

flowing files, headings, subheadings, lead-in, import.

Skills

Develop awareness of broad profile of the reader audience.

Demonstrate proficiency in editing of copy and preparation for production, including copy fitting.

Display body copy that has incorporated the 5 W's and H.

Achieve each production deadline.

Apply knowledge of camera operations to create properly exposed and focused photographs for use in yearbook.

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

Train, supervise, and assist staff members in the use of materials and production tools.

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.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
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.
9.3.12.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.