# Unit 06: A Picture is Worth a Thousand Words

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

## Enduring Understandings

Photo illustrations are often most effective for feature stories or sidebars.

Photo illustrations must be labeled as such; care must be taken not to misrepresent reality.

The best yearbook photos have action or emotion.

Visual thinking is everywhere around us.

## Essential Questions

Why should media be fair, accurate, and unbiased?

What visual and written methods may be used to successfully tie a theme to a yearbook?

How does symmetry and asymmetry design affect a page layout?

## Content

Vocabulary:

Elements of Design, line, shape, value, texture, space, form, color, Principles of Composition, contrast, unity, rhythm, movement, balance, emphasis, pattern, proportion.

## Skills

Display understanding of the importance of a caption for each photograph in the yearbook.

Display proficiency in use of various headline styles.

Demonstrate proficiency in writing and counting headlines to fit allotted space.

Recognize the importance of a caption as a unifying element of a spread.

Demonstrate editing skills in preparation for production.

Develop master designs for each section, 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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|---|---|
| 9.3.12.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.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.5 | Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways. |
| 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. |
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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. |