Unit 07: Visual Representation of a Story

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

Enduring Understandings

The designer's job is to take information collected and present it to the reader while considering concept, the tone and the mood being set.

By carefully packaging information, a reader will be driven to dive into the details of the content.

Knowledge of how the camera works and how and when to choose different settings is important for successful photo shoots.

Visual appeal is the hook that catches a reader and ties the entire project together.

Essential Questions

How do drop caps control the way a layout is viewed?

Why are special effects, contrast, balance, proportion, rhythm, and unity so important to consider when designing a yearbook?

Why are different lenses and camera settings so important to understand before one takes event photos?

What memories do we try to capture and why?

Content

Vocabulary:

Visual literacy, journalism, production, marketing, advertising, distribution, budget, positive cash flow.

Skills

Develop and refine skill in the manipulation of digital imagery.

Produce a publication that applies good design principles.

Display a systematic approach to photographic coverage for a spread.

Utilize photographs as unifying elements of a spread while selecting photographs that provide the most story-telling value.

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.

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.

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.
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.
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.