Unit 08: It is all in the Details

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

Enduring Understandings

The best designs are a perfect blending of your concept, design tools, creative ideas, content quality, and most importantly the benefit to the audience.

Begin any project with a brainstorming session to determine who the audience is, what they want and need, and how to best relate your material to the reader.

A graphic artist's inspiration is a blend of experiences and influences.

Essential Questions

How can we use specific tools, techniques and materials to create a particular style?

How can interest and energy be added to a layout through the use of headlines and sub headlines?

How does knowing the elements and principles of design impact how you see and feel?

What is the best media for communicating a particular idea or emotion?

Content

Vocabulary:

Placement, focus, visual direction, cohesive, criticism versus critique.

Skills

Effectively relate text and image to each other to create a cohesive work.

Demonstrate knowledge of guidelines for focus, contrast, and composition in order to produce prints of acceptable quality.

Demonstrate proficiency in presenting the elements of page design in a logical manner to achieve a planned look when designing the yearbook.

Apply organizational skills to meet all deadlines when creating 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.

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.
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