Unit 09: Artistic Evaluation and Critique

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

Enduring Understandings

Alternative copy can include maps, diagrams, quote boxes, scoreboards, timelines, quizzes, question and answers, narrative first person accounts, calendars, and info graphics.

A good designer has to understand what type of content is going to be used before a good design can begin.

Today's readers rely on a variety of verbal and visual packaging solutions.

Essential Questions

What is the artistic process?

Why are specific styles of fonts considered when using large bodies of text?

Why is white space necessary when designing a layout?

What can we learn from studying the designs of others?

Content

Vocabulary:

Highlight photos, distribution reports, wide-format printer, on-scale.

Skills

Compile a subset of this year's yearbook photography to reflect highlights of the school year.

Edit highlight photos using Adobe Photoshop to conform to poster specifications.

Document school year highlights through the creation of descriptions in Microsoft Word documents.

Display ability to work as a team in coordinating distribution of published yearbooks to homeroom classes.

Produce a collection of yearbook images that showcases the senior class.

Create reports of yearbook sales to assist in the distribution of printed yearbooks.

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.