Unit 10: Deck the Halls

Content Area: **Technology**
Course(s): **Yearbook Production 1**
Time Period: **June**
Length: **5 Blocks**
Status: **Published**

Enduring Understandings

Creating publications and graphics for public use requires that the graphic artist and graphic designer support customer needs and requirements.

When presenting photography for public viewing, content must be scrutinized to guarantee it is appropriate.

Desktop publishing skills, understanding of how a business works, and the ability to meet deadlines are enhanced each year a student partakes in Yearbook Production.

Essential Questions

What is our theme for next year's yearbook?

What fonts do we want to use for next year's yearbook?

What events do we want to cover during the start of the school year?

Why is a high resolution photograph needed to ensure high quality printed images?

Content

Vocabulary:

Showcase, tradition, commencement, transition, slideshow, .wav, .mp3, PowerPoint.

Skills

Participate in teamwork required to distribute the yearbook.

Demonstrate proficiency in photo editing, printing, and display through printing and hanging photograph posters of the school years highlight photos.

Demonstrate technical skills by compiling and presenting the senior slideshow to include visuals and sound.

Determine needs for next year's 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.
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.