

HS Graphic Arts

Business

Grade(s) 9th - 12th, Duration 1 Year, 1 Credit
Elective Course

Course Overview

In this course, students produce and help publish the High school yearbook. Students learn all the aspects of putting together a publication, including the writing skills, layout design, photo preparation and manipulation, photography taking and storing, group dynamics, meeting deadlines and selling the yearbook. Students learn to meet printing specifications from outside sources such as publishing companies. Students are involved in all phases of planning for their publications such as font selection, theme development, color manipulation, graphic elements and online submission of the publications for print and distribution. Students will learn how to sell and design ads.

Timeframe	Unit	Scope And Sequence
		Instructional Topics
2 Week(s)	Planning a production	1. Generating a theme for the yearbook
Ongoing	Photography	1. Taking photos 2. Downloading and preparing photos 3. Learning Photoshop Elements tools and effects
Ongoing	Layout Design	1. Fonts, color scheme, photo and text placement, backgrounds, graphic elements
Ongoing	Writing for yearbook	1. Headlines, cut-lines, sub-headlines, quotes, pull-quotes 2. Interviewing
Ongoing	Group Dynamics and Deadlines	1. getting along with each other through a group project. 2. Setting deadlines
Ongoing	Editing and Submitting	1. Final layout
Ongoing	Sales	1. Selling yearbooks
Ongoing	Creating videos	1. Produce video

Materials and Resources

Digital cameras
SD cards
card readers
iMac computers
Adobe Photoshop, and InDesign software
Yearbook Paper (Hammermill 32# color copy)
Yearbook cover materials
District bookbinding equipment

Prerequisites

none

Course Details

Unit: Planning a production

Duration: 2 Week(s)

Unit Description

This unit involves generating ideas for the type of publication students want to produce. It also involves looking at many different ideas already in print and online to gather ideas for the current year's yearbook. Theme development, font selection, color selection, graphic elements and writing style are a few of the specific topics that must be addressed.

Enduring Understandings (Knowledge & Skills)

What is a production or yearbook?

Academic Vocabulary

ideas, themes, fonts, color, graphic elements, writing style,

Summative Assessment

Previous publications. Publications from other schools. On-line help

Topic: Generating a theme for the yearbook

Duration: 2 Week(s)

Topic Description (short)

The learner will brainstorm ideas for the theme of the yearbook. This involves looking at past themes and many different ideas to develop a unique idea for the current year. The learner should take into account any unique issues that might drive this theme, such as beginning a year in a new building, the end of a decade, current journalist trends, etc. Theme development should include slogans, headlines, sub-headlines, graphic elements, color schemes, font choices and layout design.

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Learning Targets

Theme, headlines, sub-headlines, graphic elements, color, fonts, layout, flow,

Learning Targets

The learner will work to develop a theme that represents all students in the school and something that can be carried through the various sections of the yearbook. The learner will generate multiple ideas with suggestions for theme, color, fonts and a final product. The learner will then choose one idea to further develop.

Assessment: The learner will generate ideas with suggestions for theme, color, fonts that will be used for the yearbook. Students will develop sample pages and a cover for one of their ideas.

The learner will looking at many different ideas already in print and online to gather ideas for the next year's yearbook.

Assessment: The learners will research printed yearbooks from other schools or old yearbooks from past school years to brainstorm ideas that reflect themes and how to carry a theme through the book.

Learning Targets linked to Priority Standard = +

Unit: Photography

Duration: 9 Month(s)

Unit Description

The learner will take photos for use in the yearbook. They learn about taking candid shots, focus, lighting, depth of field, angles, etc. Learner will download their photos to a common shared file server in original format and then prepare the photos for use in a particular type of publication. The learner will understand resolution, format, mode, levels, brightness/contrast, proportion and dust/blemish removal, and curves. Students then save their fixed photos for placement into a yearbook layout.

Enduring Understandings (Knowledge & Skills)

What is digital photography?

Academic Vocabulary

Single Reflex Lens (SRL) camera, focus, depth of field, angles, lighting, SD cards, batteries, battery charger, equipment checkout, tripod, landscape, portrait, sports action shots, low light, flash, menu, distance focus, SD card reader

Materials and Resources (optional)

digital camera, SD cards, batteries, battery charger, camera bag, SD card reader

Topic: Taking photos

Duration: 2 Week(s)

Topic Description (short)

The learner will take photos in a variety of settings, such as at sporting events, concerts, assemblies, classrooms, field trips and other school events. The learner will discuss the rule of thirds, depth of field, focus and angles to get the best candid shots possible for the occasion.

Learning Targets

The learner will practice taking landscape photos, portrait photos, action photos, distant photos and choose the settings appropriate for those styles of photographs. The learner will compare their photos to pick the best photos of each style.

Assessment: The learner will demonstrate to classmates on the promethean board the photos they selected as their best. Students will share comments about photos through a critique.
Classroom Assessment

The learner will practice taking candid shots.

Assessment: Students will use candid shots as practice to learn what works best in various lighted situations.
Classroom Observation

The learner will use the various setting on the camera to learn depth of field and focusing techniques as well as taking photos from various angles.

Assessment: The students will use photos to critique their work to better understand the camera settings and acquire the skills to use the settings without having to think about it for each shot when time is a factor in getting the photo.
Practice

The learner will discuss the *Rule of Thirds*.

Assessment: Students will discuss the Rule of Thirds and how it applies to composition of a photo.
Class Discussion/Participation

The learner will demonstrate how to care for the camera equipment and use the proper forms for checking out camera equipment as well as charging and replacing batteries as needed.

Assessment: Students will demonstrate to the class their knowledge and skill in care for the camera equipment as well as use of check out forms.
Demonstration

Learning Targets linked to Priority Standard = +

Topic: Downloading and preparing photos

Duration: 2 Week(s)

Topic Description (short)

The learner will express the proper way to get their photos from the camera to the network publications server. They also learn to organize photos and to discard those photos that are not usable.

Learning Targets

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publications server, organize, delete photos, camera, SD card, SD card reader, iMac computer

Learning Targets

The learner will download photos from SD card to Computer using a card reader. The learner will save photos to a shared folder to Yearbook access. The learner will sort and delete poor photos.

Assessment: The learner will create a file for photos by making folders of events by date first, then event name.

Learning Targets linked to Priority Standard = 

Topic: Learning Photoshop Elements tools and effects

Duration: 2 Week(s)

Topic Description (short)

The learner will evaluate how the tools in the tool bar work.

Learning Targets

Photoshop software, photo, digital camera, SD cards, Photoshop tools, Photoshop effects, Levels, Sharpening, cropping, color enhancing, light, dark, lighting, unwanted detail

Learning Targets

The learner will enhance photos and learn new techniques to experience ways to deal with problem photos.


Description: The learner will use photos that need to have color or lighting levels enhanced to make them a good photo to use in the yearbook. The learner will crop a photo and how resolution works in photography with a digital photo.

Assessment: The learner will create a presentation using photos that have been enhanced to have better color, lighter or darker, use sharpening techniques, proper lighting, and deleting unwanted detail.

The learner will understand resolution, format mode, levels, brightness and contrast, proportion, stretching, dust/blemish reduction.

Assessment: Students will exhibit their ability with the tools used and their knowledge of the outcomes to show what the tools will do to correct or enhance photos.

Observation

Learning Targets linked to Priority Standard = 

Unit: Layout Design

Duration: Ongoing

Unit Description

The learner will design the way their pages will appear in print, which includes placement of photos, the placement and formatting of text, the colors that will be used on backgrounds, text and photo frames, thematic graphic elements that will tie the pages together, font selection, etc.

Academic Vocabulary

What is layout and design as it pertains to yearbook or publications?

Summative Assessment

Josten's software

Materials and Resources (optional)

font, color, photo placement, text boxes, captions, body text, spelling, grammar, photo frames, themes, backgrounds, graphic elements, cropped photos

Topic: Fonts, color scheme, photo and text placement, backgrounds, graphic elements

Duration: 9 Week(s)

Topic Description (short)

The learner will organize a page according to the chosen theme. This involves deciding on a background, using a thematic graphic element, choosing and placing photos and text to enhance clarity and strategic placement of selected fonts in headlines, body copy and captions.

Learning Targets

layout, layout design, Adobe InDesign software, design balance, color, complimentary colors, theme, headline, caption, text, grammar, fonts,


Learning Targets

The learner will demonstrate knowledge and use of Josten's software tools and layout application.

Description: The learner will design their own pages using Josten's software.

Assessment: The learner will design and apply digital elements to a layout for yearbook pages that show knowledge and skill with Josten's and Photoshop Elements software programs. Students will be assessed on design, balance, color, photography use, text and caption use, spelling and grammar.

Digital Media Product

Learning Targets linked to Priority Standard = 

Unit: Writing for yearbook

Duration: Ongoing

Unit Description

The learner will write in a particular type of writing for this course. The learner will write concisely in third person. The learner will demonstrate knowledge about writing headlines and captions. The learner will gain experience in interviewing for yearbook.

Academic Vocabulary

What style of writing do you use to for yearbook?

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Summative Assessment

Teacher created and yearbook company curriculum

Materials and Resources (optional)

third person, headlines, quotes, summaries, interviewing, photo boxes, organization, captions,

Topic: Headlines, cut-lines, sub-headlines, quotes, pull-quotes

Duration: 9 Week(s)

Topic Description (short)

The learner will write proper headlines and related sub-headlines, create interesting cut-lines, select meaningful quotes and find attention-getting pull quotes. All of these various types of composition have specific rules and formatting guidelines.

Learning Targets

headlines, sub-headlines, cut-lines, quotes, composition, formatting, writing rules, third person, captions, spelling, grammar


Learning Targets

The learner will use AP style writing techniques to write articles for the yearbook.

Description: The learner will learn to write articles for the yearbook using third person and proper grammar and spelling.

Assessment: Learners will write an article using third person and proper grammar and spelling, Quotes and photos will be graded as well with captions under each photo.

Classroom Assessment

Learning Targets linked to Priority Standard = 

Topic: Interviewing

Duration: 9 Week(s)

Topic Description (short)

The learner will plan and conduct a productive interview. This includes creating questions, finding a convenient time for the interview, recording the interview either on tape or paper/pencil and transcribing the interview into interesting quotes or summaries.


Learning Targets

quote, questions, note pad, appointment, writing a summary,

Learning Targets

The learner will write an article for the yearbook that gives detail about the event, people and place. The learner will interview students, teachers, coaches to get information to write an article with quotes and interesting details.

Assessment: The learner will create a mock yearbook page as a practice in writing articles and placing photos with captions.

Learning Targets linked to Priority Standard = 

Unit: Editing and Submitting

Duration: Ongoing

Unit Description

The learner will proofread their work as well as the work of others, make corrections and revisions as necessary to insure quality publications.

They pay special attention to spelling of names, grammar, sentence structure, word choice and organization. The learners will work together to insure that high quality photos are used and that photos are not duplicated in publications. The learner will learn to meet all deadlines.

Academic Vocabulary

What is editing, peer editing and how do you submit a layout?

Materials and Resources (optional)

layout, proofread, corrections, revisions, sentence structure, grammar, spelling, word choice, duplication, peer edit, due dates, deadlines, high quality

Topic: Final layout

Duration: 1 Day(s)

Topic Description (short)

The learner will turn final layout in before due date. The learner will have all errors fixed and ready for print. The learner will check over the layout for a final look at use of headlines, color, fonts, articles, captions and photos. The learner will print a copy of layout before final due date.

Learning Targets


deadlines, due dates, design skills, captions, fonts, headlines, color, articles, photos, calendar

Learning Targets

The learner will comprehend that deadlines mean due dates.

Description: Layouts will be due periodically throughout the school year with given dates to be turned in. Students will learn adhere to set dates for keeping the process going to finish the yearbook on set time schedule.

Assessment: The learner will be assessed on layout work. Each layout will be graded for design, use of color, headlines, fonts, text (articles), captions and photos.

Learning Targets linked to Priority Standard = 

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Unit: Group Dynamics and Deadlines

Duration: Ongoing

Unit Description

The learner will know how important it is to work together and to meet the deadlines set by the teacher. This unit involves peer to peer communication and student to teacher communication. Problems that arise due to personality conflicts and work ethic must be solved in order for the publications to be completed according to deadline specifications.

Academic Vocabulary

What is group dynamics and deadlines?

Materials and Resources (optional)

communication, editor, advisor, deadlines, peer, personality conflicts, problem solving, work ethic

Topic: getting along with each other through a group project.

Duration: 1 Week(s)

Topic Description (short)

The learner will work out workplace problems and conflicts through communication skills.

Learning Targets

conflict, workplace, problems, group project

Learning Targets

The learner will solve problems within a group situation using communication skills and problem solving techniques.

Assessment: The learner will discuss and decide on possible problem solving techniques for group situations or conflicts using communication skills
Classroom Observation

Learning Targets linked to Priority Standard = +

Topic: Setting deadlines

Duration: 1 Day(s)

Topic Description (short)

The learner will create a calendar with due dates for yearbook pages to be handed in for peer edit and evaluation.

Learning Targets

peer edit, draft, final project, due dates, deadlines, late work, grading

Learning Targets

The learner will set due dates for yearbook pages with a draft date and a final due date or deadline.

Assessment: The learner will be assessed on the final yearbook layout that is due. Deadlines must be met for printing projects with corrections and final edit to stay on deadline.
Digital Media Product

Learning Targets linked to Priority Standard = +

Unit: Sales

Duration: Ongoing

Unit Description

Students will develop a plan to help promote yearbook sales.

Academic Vocabulary

How will we sell our yearbooks?

Materials and Resources (optional)

Receipts, sales goals, advertising, budget, fundraising

Topic: Selling yearbooks

Duration: Ongoing

Topic Description (short)

Students will develop a marketing plan to sell the yearbook using a variety of sales techniques.

Learning Targets

Students will develop a plan for each month to generate demand and create excitement for the yearbook.

Assessment: The effectiveness of the plan will be judged based on the number of books sold.

Learning Targets linked to Priority Standard = +

Unit: Creating videos

Duration: Ongoing

Unit Description

Students will be working on the 8th grade video, sports video slideshows and middle school year-in-review video.

Summative Assessment

WeVideo, PowerPoint, MovieMaker, digital cameras, video recorder.

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Topic: Produce video

Duration: Ongoing

Topic Description (short)

Students will be able to create videos for each of the sports banquets, the 8th grade video and the middle school year-in-review.

Learning Targets

Students will create videos using MovieMaker, PowerPoint or WeVideo.

Assessment: Project

Students will be able to upload and edit video

Students will use technology to add music and pictures into video.

Students will be able to scan pictures using a digital scanner.

Learning Targets linked to Priority Standard = 