

Course Title:	Yearbook Level 2
Department:	English & Language Arts
Grade Level:	10-12
Time Per Day/Week:	42 minutes per day/everyday
Length of Course:	Full Year

Course Overview:
Students in Yearbook Level 2 continue their Yearbook Level 1 mastery by developing advanced layout and design concepts. Students design more advanced layouts for the yearbook pages and mentor incoming level one students. Editorial positions are available for students in this course.

Primary Resources:
The Online Design Textbook through Walsworth Publishing Company Pine-Richland High School Yearbooks

Unit 1 Name:	Staff Management Through Team Building
Days in Unit:	20
Representative Learning Goals	
• Work with peers to promote respectful, accountable, motivated, and safe democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles. • Conduct research projects to answer questions and solve a problem; narrow or broaden the inquiry to demonstrate the understanding of the subject. • Present information, conveying a clear and distinct perspective.	

Unit 2 Name:	Identifying Theme
Days in Unit:	10
Representative Learning Goals	
● Gather relevant information from multiple authoritative print and digital resources, assess the strengths and limitations of each source. ● Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details. ● Analyze nuances in the meaning of words with similar denotations.	

Unit 3 Name:	The Art of Coverage
Days in Unit:	15
Representative Learning Goals	
● Integrate multiple sources of information presented in diverse formats and media in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source. ● Analyze a complex set of ideas or sequence of events and explain how specific individuals and events develop over the course of the text. ● Produce clear and coherent writing and design in which the development, organization, and style are appropriate to the task and purpose.	

Unit 4 Name:	Understanding Why Design Matters
Days in Unit:	30
Representative Learning Goals	
● Produce, publish, and update designs in response to ongoing feedback, including new arguments or information. ● Gather relevant information from multiple authoritative print and digital resources. ● Introduce a topic and organize complex ideas, concepts, and information so that each new element builds on that which precedes it to create a unified whole including formatting, graphics, and typography.	

Unit 5 Name:	The Art of the Interview
Days in Unit:	10

Representative Learning Goals

- Propel conversations by posing and responding to questions that probe reasoning and evidence; clarify and verify ideas and conclusions.
- Produce clear and coherent writing in which the development, organization, and style are appropriate to the task and audience.
- Determine the meaning of words and phrases including figurative, connotative, and technical meanings.

Unit 6 Name: Copy, Captions, & Headlines**Days in Unit:** 10**Representative Learning Goals**

- Develop a topic with well-chosen, relevant, and sufficient facts, extended definitions, concrete details, and quotations.
- Use precise words and phrases, telling details, and sensory language to convey a vivid picture of the experiences, events, settings, and people.
- Demonstrate mastery of the conventions of standard English grammar and usage when writing and speaking.

Unit 7 Name: Leadership**Days in Unit:** 10**Representative Learning Goals**

- Mentor incoming level one students by providing evaluative criticism about their designs.
- Plan and implement discursive deliberations regarding coverage ideas and creation.
- Design mini-lessons as related to design techniques and strategies.

Unit 8 Name: Strategic Marketing**Days in Unit:** 10**Representative Learning Goals**

- Identify best strategies for communicating relevant information to buyers.
- Work with peers to create a coherent marketing plan.
- Evaluate communication techniques as it relates to best approaches.

Unit 9 Name:	Editing & Evaluating
Days in Unit:	20
Representative Learning Goals	
• Use precise language, domain-specific vocabulary and techniques such as metaphor, simile, pun, and allusion to communicate a central idea. • Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning and style. • Establish and maintain a formal and objective tone.	

Unit 10 Name:	Parts of a Yearbook
Days in Unit:	10
Representative Learning Goals	
• Identify the parts of the yearbook. • Understand the function of various parts of the yearbook. • Compare and contrast the ways parts of a yearbook have developed over time.	

Unit 11 Name:	Cultivating Stories & Ideas
Days in Unit:	10
Representative Learning Goals	
• Coordinate coverage through the use of positive classroom community and collaboration. • Identify viable story ideas. • Create manageable ways of collecting data.	

Unit 12 Name:	Typography
Days in Unit:	10
Representative Learning Goals	
• Recognize and use a variety of font categories and typographical effects, including type combinations. • Understand how to choose typefaces for a yearbook. • Present proof that font selection plays a vital role in conveying story-appropriate emotion.	

Unit 13 Name:	Use of Color
Days in Unit:	10
Representative Learning Goals	
• Analyze how and why color is used in professional media and apply techniques to the creation of the yearbook. • Research the scientific relationship between color and emotion. • Present mastery of complementary colors as it relates to a design's balance and intent.	

Unit 14 Name:	Functions of a Yearbook
Days in Unit:	5
Representative Learning Goals	
• Identify the standards set by best contemporary yearbooks. • Present mastery of the basic purposes of the yearbook.	

Assessments - Classroom-Based
Quizzes, Unit Tests, Individual & Collaborative Projects, Presentations, Portfolio, Discussions, Formal & Informal Writing Assignments, Midterm & Final Examination.

Standards
Pennsylvania Academic Standards for English Language Arts Grades 6-12