

**Content Area: Digital Design & Production**  
**Grade: 11 & 12**

Unit	Enduring Understandings	Essential Questions	Objectives	Skills
<b>Unit 1: Shutter to Story: Designing the Narrative</b>	<ul style="list-style-type: none"> <li>Proficiency in digital tools is critical to producing a professional, cohesive yearbook.</li> <li>Understanding the features and limitations of design software improves efficiency and creativity.</li> <li>Digital publishing platforms provide tools to collaborate, organize, and enhance content effectively.</li> <li>Strong photography captures authentic moments and contributes to the visual storytelling of the yearbook.</li> <li>Composition, lighting, and editing techniques are essential to creating impactful images.</li> <li>Ethical photojournalism respects the truth and the dignity of subjects.</li> </ul>	<ol style="list-style-type: none"> <li><b>Mastering Yearbook Production Software:</b> <ul style="list-style-type: none"> <li>How does mastery of digital tools impact the quality and efficiency of yearbook production?</li> <li>In what ways can we use software features creatively while maintaining consistency across pages?</li> <li>How do we troubleshoot and adapt when technology presents challenges?</li> </ul> </li> <li><b>Developing Photography Skills:</b> <ul style="list-style-type: none"> <li>What makes a photograph tell a story?</li> <li>How do lighting, composition, and editing influence the mood and message of an image?</li> <li>What responsibilities do we have as photographers representing our school community?</li> </ul> </li> <li><b>Layout &amp; Design Principles:</b> <ul style="list-style-type: none"> <li>How does design influence how people engage with and understand content?</li> </ul> </li> </ol>	<p><b>Master Yearbook Production Software:</b> Students will become proficient in a yearbook design platform and other digital publishing tools.</p> <p><b>Develop Photography Skills:</b> Students will learn the fundamentals of digital photography, including composition, lighting, and photo editing, to capture high-quality images for the yearbook.</p> <p><b>Learn Layout and Design Principles:</b> Students will understand design fundamentals like typography, layout, color theory, and page composition to create visually appealing spreads.</p> <p><b>Practice Journalism and Writing:</b> Students will write engaging copy, including captions, interviews, feature articles, and event recaps, contributing to the</p>	<ul style="list-style-type: none"> <li><b>Master Yearbook Production Software:</b> <ul style="list-style-type: none"> <li>Navigate and use yearbook design software proficiently</li> <li>Upload, organize, and manage digital assets (photos, graphics, text)</li> <li>Use templates, grids, and alignment tools for consistent page design</li> <li>Collaborate with others through shared online platforms</li> <li>Troubleshoot common technical issues independently</li> </ul> </li> <li><b>Develop Photography Skills:</b> <ul style="list-style-type: none"> <li>Apply basic photography principles: rule of thirds, lighting, perspective</li> <li>Capture action shots, posed portraits, and candid moments effectively</li> <li>Select, crop, and edit images for optimal quality and storytelling</li> <li>Organize photo libraries with proper labeling and metadata</li> <li>Demonstrate ethical</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Good design communicates information clearly and evokes emotion.</li> <li>• Elements like typography, color, and balance work together to create unity across the yearbook.</li> <li>• Design is not just about aesthetics; it's about guiding the reader's experience.</li> <li>• Writing is a powerful tool for capturing memories, telling stories, and documenting events.</li> <li>• Strong captions, headlines, and features connect readers emotionally to the content.</li> <li>• Journalistic writing must be accurate, ethical, and reflective of diverse voices.</li> </ul>	<ul style="list-style-type: none"> <li>• What makes a layout visually effective and consistent with the yearbook's theme?</li> <li>• How can we use design to reflect the unique identity of our school year?</li> </ul> <p><b>4. Practice Journalism &amp; Writing:</b></p> <ul style="list-style-type: none"> <li>• How do we tell meaningful, truthful stories through yearbook writing?</li> <li>• What makes a caption, headline, or article engaging and informative?</li> <li>• How can writing foster a sense of community and identity in the yearbook?</li> </ul>	narrative of the yearbook	<p>practices in selecting and editing photos</p> <ul style="list-style-type: none"> <li>• <b>Learn Layout and Design Principles:</b> <ul style="list-style-type: none"> <li>○ Apply principles of contrast, alignment, repetition, and proximity</li> <li>○ Choose and apply effective color schemes and fonts that align with theme</li> <li>○ Use white space and balance to improve readability and aesthetics</li> <li>○ Create cohesive visual identity across sections and spreads</li> <li>○ Design visually engaging infographics, sidebars, and callouts</li> </ul> </li> <li>• <b>Practice Journalism and Writing:</b> <ul style="list-style-type: none"> <li>• Write accurate, engaging captions that add context and detail</li> <li>• Conduct interviews that produce strong quotes and story leads</li> <li>• Draft and revise feature stories and event recaps with narrative structure</li> <li>• Edit writing for clarity, tone, grammar, and accuracy</li> <li>• Maintain journalistic integrity in reporting and source usage               <ul style="list-style-type: none"> <li>○</li> </ul> </li> </ul> </li> </ul>
<b>Unit 2: Captured &amp; Composed: The Art</b>	<ul style="list-style-type: none"> <li>• Visual storytelling and written narrative</li> </ul>	1. How can a yearbook authentically capture	<b>Writing &amp; Journalism:</b> Write headlines, captions,	<ul style="list-style-type: none"> <li>• <b>Writing &amp; Journalism:</b></li> </ul>

<p><b>and Craft of Yearbook Storytelling</b></p>	<p>work together to capture and preserve school culture, events, and memories.</p> <ul style="list-style-type: none"> <li>• Strong yearbook journalism depends on accuracy, ethics, effective interviews, and thoughtful reflection.</li> <li>• Design choices and layout principles significantly affect how information is perceived and remembered.</li> <li>• Consistency in theme, tone, and style helps unify a yearbook and create a meaningful reader experience.</li> <li>• Collaboration and project management are essential to meeting publication deadlines and ensuring high-quality work.</li> </ul>	<p>the spirit and identity of a school year?</p> <ol style="list-style-type: none"> <li>2. What makes a headline, caption, or feature story memorable and effective?</li> <li>3. In what ways do layout, color, and typography shape how a story is told and understood?</li> <li>4. How can we ensure accuracy, ethics, and voice in our interviews and writing?</li> <li>5. How do we create a cohesive product when working in a collaborative, multi-role environment?</li> </ol>	<p>and feature stories that align with the yearbook's theme; conduct ethical interviews using prepared questions and active listening; and revise writing for clarity, accuracy, and voice.</p> <p><b>Design &amp; Layout:</b> Use industry-standard design software and principles to create consistent, high-quality page layouts that support effective visual storytelling.</p> <p><b>Photography &amp; Visual Literacy:</b> Evaluate and match high-quality photos with informative captions to enhance reader engagement and accurately represent events and individuals.</p> <p><b>Collaboration &amp; Production:</b> Contribute to the yearbook's success by meeting deadlines, engaging in constructive critique, managing responsibilities, and working as part of a cohesive production team.</p>	<ul style="list-style-type: none"> <li>○ Craft headlines that are clever, relevant, and concise.</li> <li>○ Write engaging captions that provide context and enhance photos.</li> <li>○ Compose feature stories using strong leads, narrative techniques, and quotes.</li> <li>○ Conduct ethical and purposeful interviews.</li> <li>○ Edit and revise writing for grammar, tone, and accuracy.</li> <li>• <b>Visual Design:</b> <ul style="list-style-type: none"> <li>○ Use software tools to design cohesive, attractive page spreads.</li> <li>○ Apply graphic design principles (alignment, contrast, repetition, proximity).</li> <li>○ Select and crop images for visual impact and clarity.</li> <li>○ Create visually</li> </ul> </li> </ul>
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				<p>balanced layouts that enhance readability.</p> <ul style="list-style-type: none"><li>● <b>Technical &amp; Production:</b><ul style="list-style-type: none"><li>○ Navigate yearbook publishing platforms (e.g., InDesign, Jostens, Herff Jones).</li><li>○ Organize files and maintain version control during collaborative production.</li><li>○ Meet deadlines through project management and task prioritization.</li></ul></li><li>● <b>Collaboration &amp; Feedback</b><ul style="list-style-type: none"><li>○ Work effectively in production teams.</li><li>○ Provide and implement peer feedback respectfully.</li><li>○ Contribute to team discussions with thoughtful ideas and problem-solving.</li></ul></li></ul>
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<p><b>Unit 3: Published &amp; Promoted: Turning Pages into a Powerful Brand</b></p>	<ul style="list-style-type: none"> <li>• A strong yearbook spread reflects intentional design choices that enhance storytelling and visual impact.</li> <li>• Journalistic integrity and writing skill contribute significantly to the credibility and narrative value of a yearbook.</li> <li>• Peer feedback fosters accountability, improves quality, and encourages collaborative excellence.</li> <li>• Marketing and promotion are essential in making meaningful products reach and resonate with an audience.</li> <li>• Reflection on process and product deepens understanding of media creation and communication.</li> </ul>	<ol style="list-style-type: none"> <li>1. How do my design choices support the overall theme and purpose of the yearbook? In what ways can writing elevate a visual story?</li> <li>2. What role does peer editing play in producing high-quality work?</li> <li>3. How can we effectively promote the yearbook to a diverse school community?</li> <li>4. What does it mean to “market a memory,” and how do we connect emotionally with our audience?</li> </ol>	<p>Finalize and submit a professional-quality yearbook spread, demonstrating proficiency in layout, image selection, captioning, and theme consistency.</p> <p>Present a “Design Rationale”, explaining the creative and technical choices made in the development of their spread.</p> <p>Compile a mini journalism portfolio that includes caption writing, headlines, feature paragraphs, and interview excerpts, reflecting voice, clarity, and journalistic standards.</p> <p>Act as a peer editor, providing constructive feedback on visual, written, and editorial components of others’ work using established rubrics.</p> <p>Plan and execute a marketing campaign to</p>	<ul style="list-style-type: none"> <li>• <b>Design &amp; Visual Literacy:</b> <ul style="list-style-type: none"> <li>◦ Applying typography, hierarchy, color theory, and layout principles</li> <li>◦ Selecting and editing images to complement written content</li> <li>◦ Maintaining thematic consistency across pages</li> </ul> </li> <li>• <b>Journalism &amp; Writing:</b> <ul style="list-style-type: none"> <li>◦ Writing clear, concise, and engaging captions and features</li> <li>◦ Conducting and incorporating quotes from interviews</li> <li>◦ Demonstrating awareness of tone, voice, and audience</li> </ul> </li> <li>• <b>Editing &amp; Feedback:</b> <ul style="list-style-type: none"> <li>◦ Using checklists to evaluate work for accuracy, style, and quality</li> <li>◦ Offering and incorporating constructive peer feedback</li> <li>◦ Revising work based on editorial feedback</li> </ul> </li> <li>• <b>Marketing &amp; Promotion:</b> <ul style="list-style-type: none"> <li>◦ Identifying a target audience and crafting a campaign to engage them</li> <li>◦ Creating digital and print promotional materials</li> <li>◦ Understanding persuasive language</li> </ul> </li> </ul>
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			<p>promote the yearbook, using digital tools and persuasive techniques to appeal to the student body and school community. Reflect on their individual growth as a storyteller, designer, and team member throughout the production process.</p>	<p>and visual branding</p> <ul style="list-style-type: none"> <li>• <b>Speaking &amp; Presentation:</b> <ul style="list-style-type: none"> <li>○ Presenting design choices with confidence and clarity</li> <li>○ Explaining how visual and editorial elements contribute to storytelling</li> <li>○ Engaging an audience in a persuasive pitch or reflective showcase</li> </ul> </li> <li>• <b>Professionalism &amp; Project Management:</b> <ul style="list-style-type: none"> <li>○ Meeting deadlines and publishing specifications</li> <li>○ Managing group roles and collaborative tools</li> <li>○ Reflecting on personal growth and creative decision-making</li> </ul> </li> </ul>
<b>Unit 4: The Final Cut: Publishing, Promoting, and Producing the Legacy</b>	<ul style="list-style-type: none"> <li>• Marketing and promotion are essential to connecting the yearbook with its audience and achieving sales goals.</li> <li>• Effective design and persuasive communication play</li> </ul>	<ol style="list-style-type: none"> <li>1. How can we market the yearbook in a way that captures attention and drives sales?</li> <li>2. What strategies make fundraising and ad sales effective in a school community?</li> <li>3. How do we balance creativity with</li> </ol>	<p><b>Marketing &amp; Sales:</b> Design promotional materials and write persuasive copy that aligns with the yearbook's theme; implement social media strategies and sales campaigns to boost engagement and sales.</p> <p><b>Advertising &amp;</b></p>	<ul style="list-style-type: none"> <li>• Design persuasive and visually appealing promotional materials.</li> <li>• Use social media platforms effectively to market a product.</li> <li>• Write compelling and concise sales</li> </ul>

	<p>a key role in generating interest and encouraging purchases.</p> <ul style="list-style-type: none"> <li>• Budgeting and fundraising are critical to sustainable yearbook production and responsible decision-making.</li> <li>• Time management, collaboration, and adaptability are vital to meeting deadlines and publishing a quality product.</li> <li>• Reflection and celebration help recognize accomplishments, preserve institutional memory, and guide future success.</li> </ul>	<p>real-world constraints like budget, deadlines, and team dynamics?</p> <p>4. What makes a promotional campaign persuasive and visually impactful? How can we reflect meaningfully on our work and ensure a strong foundation for next year's staff?</p>	<p><b>Fundraising:</b> Identify sponsorship opportunities, present compelling proposals, and evaluate fundraising ideas to meet financial goals.</p> <p><b>Budget &amp; Finance:</b> Understand production costs, monitor spending, and use data to make informed, cost-effective decisions that support sales and marketing efforts.</p> <p><b>Project Management:</b> Use organizational tools to meet deadlines, delegate tasks, provide feedback, and ensure quality control throughout the production process.</p> <p><b>Final Project &amp; Reflection:</b> Help plan launch events, reflect on the year's accomplishments and challenges, and prepare resources to support the next yearbook team.</p>	<p>copy.</p> <ul style="list-style-type: none"> <li>• Communicate professionally with advertisers and local businesses.</li> <li>• Create and maintain a basic budget for a student publication.</li> <li>• Set, adjust, and meet project deadlines.</li> <li>• Give and receive constructive feedback during editing and planning stages.</li> <li>• Reflect on project outcomes and identify strengths and areas for growth.</li> <li>• Archive materials for future use with attention to organization and clarity.</li> </ul>

