

Yearbook Design	Unit 1: Introduction and History of Yearbook Production 1-2 weeks
Enduring Understandings	<ul style="list-style-type: none"> • Students will examine the purpose of yearbooks and their role in a school's culture and tradition. • Students will describe the history and development of yearbook production to understand how and why we produce yearbooks the way we currently do. • Students will evaluate previous Echo volumes and other Yearbooks from around the U.S. • Students will understand the vitality of working together as a group. • Visual art reflects individual, community, and cultural differences throughout the world.
Essential Questions	<ul style="list-style-type: none"> • What is the importance of a Yearbook? • What types of manufacturing tools are used to produce yearbooks? • What tools are available to create yearbooks? • How do you work together to create a publication? • How does visual art reflect individual, community, and cultural differences throughout the world?
Common Core/ Massachusetts Standards/ AP Standards	<p>Use electronic technology for reference and for creating original work.</p> <p>Describe and apply procedures to ensure safety and proper maintenance of the workspace, materials, and tools</p> <p>Demonstrate the ability to develop an idea through multiple stages, responding to criticism and self-assessment.</p>
Instructional Strategies* TI = Technology Integration ID = Interdisciplinary connections	modeling/demonstration: TI problem solving: TI class discussion/small group discussion
Assessment Expectations for Student Learning CT = Critical Thinking LS = Literacy Skills CS = Communication Skills CI = Collaborative/Independent Learning	projects worksheets quiz
Major Resources	previous Yearbooks, magazines, PC computers, printers, scanner, Internet, online design, corel draw

Yearbook Design	Unit 2: Theme Development and Vocabulary
Enduring Understandings	<ul style="list-style-type: none"> • Students will examine the purpose and elements of a Yearbook theme. • Students will analyze our current school culture to identify potential theme ideas. • Students will apply knowledge of yearbook themes to collectively formulate and produce a theme concept that begins with the cover and remains consistent throughout the entire book.

Essential Questions	<ul style="list-style-type: none"> • What is the importance of a Yearbook theme? • How does a theme get applied throughout the Yearbook? • How do you work together to create a publication? • How does visual art reflect individual, community, and cultural differences throughout the world?
Common Core/ Massachusetts Standards/ AP Standards	<p>1.10: Use electronic technology for reference and for creating original work.</p> <p>1.12 Describe and apply procedures to ensure safety and proper maintenance of the workspace, materials, and tools</p> <p>4.10 Demonstrate the ability to develop an idea through multiple stages, responding to criticism and self-assessment.</p> <p>2.16 Create artwork that demonstrates a purposeful use of the elements and principles of design to convey meaning and emotion</p> <p>3.12 Demonstrate the ability to use representation, abstraction, or symbolism to create 2D and 3D artwork that conveys a personal point of view about issues and ideas</p>
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Major Resources	previous Yearbooks, magazines, PC computers, printers, scanner, Internet, online design, corel draw

Yearbook Design	Unit 3: Yearbook Organization and Vocabulary 1-2 weeks
Enduring Understandings	<ul style="list-style-type: none"> • Students will analyze the traditional structure for yearbooks. • Students will apply knowledge of organizational structure to design the yearbook ladder: the organizational structure of yearbook content, placement and pages. • Students will understand the vitality of working together as a group. • Visual art reflects individual, community, and cultural differences throughout the world.
Essential Questions	<ul style="list-style-type: none"> • Why is proper organization of the yearbook important?? • How do you create the organizational ladder? • How do you work together to create a publication? • How does visual art reflect individual, community, and cultural differences throughout the world?
Common Core/ Massachusetts Standards/ AP Standards	<p>1.10: Use electronic technology for reference and for creating original work.</p> <p>4.10 Demonstrate the ability to develop an idea through multiple stages, responding to criticism and self-assessment.</p>

	2.16 Create artwork that demonstrates a purposeful use of the elements and principles of design to convey meaning and emotion
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Major Resources	previous Yearbooks, magazines, PC computers, printers, scanner, Internet, online design, corel draw

Yearbook Design	Unit 4: Principles of Yearbook Design
Enduring Understandings	<ul style="list-style-type: none"> Students will examine various design techniques, principals and elements to determine those most applicable to the selected theme. Students will apply knowledge of yearbook design techniques and elements to create our own original designs that follow the established rules of design and how it relates to the selected theme. Students will apply knowledge to General Layout rules.
Essential Questions	<ul style="list-style-type: none"> What are the elements and principals of design? How do you apply these principals to create a cohesive design? What makes an interesting layout?
Common Core/ Massachusetts Standards/ AP Standards	1.10: Use electronic technology for reference and for creating original work. 1.12 Describe and apply procedures to ensure safety and proper maintenance of the workspace, materials, and tools 4.10 Demonstrate the ability to develop an idea through multiple stages, responding to criticism and self-assessment. 2.15 Create artwork that demonstrates understanding of the elements and principles of design in establishing a point of view, a sense of space, or a mood 2.16 Create artwork that demonstrates a purposeful use of the elements and principles of design to convey meaning and emotion 3.12 Demonstrate the ability to use representation, abstraction, or symbolism to create 2D and 3D artwork that conveys a personal point of view about issues and ideas
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Major Resources	previous Yearbooks, magazines, PC computers, printers, scanner, Internet, online design, corel draw

Yearbook Design	Unit 5: Writing for the Yearbook
Enduring Understandings	<ul style="list-style-type: none"> Students will analyze the special purpose of writing yearbook specific articles versus other forms of written production. Students will apply knowledge of yearbook composition to write effective and appropriate headlines, stories and captions. Students will apply knowledge and understanding of interviewing techniques to conduct ethical, appropriate interviews with a broad range of people for use in Yearbook articles. Students will apply knowledge of school culture to create, administer and interpret surveys that offer insight into student choices. Students will learn legal limitations in regards to content in creation of the Yearbook.
Essential Questions	<ul style="list-style-type: none"> How do you write appropriate articles for the Yearbook? How do you create appropriate headlines and captions? How do conduct interviews? How do you gather data based on school culture? What are the legalities in creating a yearbook?
Common Core/ Massachusetts Standards/ AP Standards	1.10: Use electronic technology for reference and for creating original work. 1.12 Describe and apply procedures to ensure safety and proper maintenance of the workspace, materials, and tools 4.10 Demonstrate the ability to develop an idea through multiple stages, responding to criticism and self-assessment.
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Yearbook Design	Unit 6: Principles of Yearbook Design on-going
Enduring Understandings	<ul style="list-style-type: none"> • Students will demonstrate an understanding of how to operate PC's in the computer lab and the Online Design program • Students will apply computer knowledge and Online Design skills to design the pages that will go in each section of the yearbook, either independently or as a team. • Students will apply techniques learned in Corel Draw/Photo Paint for digital manipulation. • Students will produce articles, headlines and caption that will go on each page of the Yearbook. • Students will identify and take photographs that will go on each page of the yearbook. • Students will meet production deadlines throughout the course of the semester. • Students will follow said design guidelines to create a cohesive design look for the Yearbook.
Essential Questions	<ul style="list-style-type: none"> • How do you operate a computer? • How do you use Online Design to create the Yearbook? • How do you use Corel Draw to manipulate digital images? • Why is it important to take broad range of photographs? • Why are deadlines set? • Why do you need to follow design guidelines?
Common Core/ Massachusetts Standards/ AP Standards	<p>1.10: Use electronic technology for reference and for creating original work.</p> <p>1.12 Describe and apply procedures to ensure safety and proper maintenance of the workspace, materials, and tools</p> <p>4.10 Demonstrate the ability to develop an idea through multiple stages, responding to criticism and self-assessment.</p> <p>2.15 Create artwork that demonstrates understanding of the elements and principles of design in establishing a point of view, a sense of space, or a mood</p> <p>2.16 Create artwork that demonstrates a purposeful use of the elements and principles of design to convey meaning and emotion</p> <p>3.12 Demonstrate the ability to use representation, abstraction, or symbolism to create 2D and 3D artwork that conveys a personal point of view about issues and ideas</p> <p>9.0 Demonstrate the ability to conceptualize, organize, and complete long-term projects, alone and in group settings</p>
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Major Resources	previous Yearbooks, magazines, PC computers, printers, scanner, Internet, online design, corel draw

Yearbook Design	Unit 7: Intro to Graphic Design and Page Layouts Timeframe : on-going
Enduring Understandings	<ul style="list-style-type: none"> • Students will demonstrate an understanding of basic graphic design principles and applications. • Students will apply various type styles to layouts. • Students will learn graphic design vocabulary and terminology. • Students will adapt magazine layouts to communicate their ideas for a specific Yearbook layout.
Essential Questions	<ul style="list-style-type: none"> • What is typography? • What are graphic elements? • How do you use appropriate design language? • Why is it important to review and apply a variety of magazine layouts?
Common Core/ Massachusetts Standards/ AP Standards	1.10: Use electronic technology for reference and for creating original work. 1.12 Describe and apply procedures to ensure safety and proper maintenance of the workspace, materials, and tools 4.10 Demonstrate the ability to develop an idea through multiple stages, responding to criticism and self-assessment. 2.15 Create artwork that demonstrates understanding of the elements and principles of design in establishing a point of view, a sense of space, or a mood 2.16 Create artwork that demonstrates a purposeful use of the elements and principles of design to convey meaning and emotion 3.12 Demonstrate the ability to use representation, abstraction, or symbolism to create 2D and 3D artwork that conveys a personal point of view about issues and ideas 9.0 Demonstrate the ability to conceptualize, organize, and complete long-term projects, alone and in group settings
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Major Resources	Previous Yearbooks, magazines, PC computers, printers, scanner, internet, online design, corel draw

	Quick Breakdown of Yearbook development – not to be an exhaustive list:
August	Expectations and outline of the year. Introduction and history of Yearbook production.
September	Creation of Theme: designing of cover and associate elements. Outline of book: creation of detailed ladder. Photography: what makes a good picture? General layout rules. Principles of Yearbook Design Introduction and application of Walsworth Online Design. Introduction to Corel Draw. Introduction to the Elements and Principles of Design Assignment of page responsibilities. Senior worksheets distributed.
October	Writing for the Yearbook Survey creation, administering, collecting and tallying (ongoing) Deadline setting. Senior class picture taken.
November	Page creation: insertion of templates, magazine layout or original creation. (ongoing) Insertion of pictures, effective headlines, body of text, engaging captions. Photography: techniques of photography. Application of the Elements and Principles of Design. Captains page picture taken.
December	Page creation: insertion of templates, magazine layout or original creation. (ongoing) Insertion of pictures, effective headlines, body of text, engaging captions. Photography: techniques of photography. Application of the Elements and Principles of Design. <i>Fall sports pages complete.</i> <i>Fall Student Life pages complete.</i> Proofreading- revision of layout, grammar and spelling Pictures of all clubs Book sale orders and campaign.
January	Page creation: insertion of templates, magazine layout or original creation. (ongoing) Insertion of pictures, effective headlines, body of text, engaging captions. Photography: techniques of photography.

	Proofreading- revision of layout, grammar and spelling Application of the Elements and Principles of Design. Underclassmen portraits layout and insertion complete.
February	Page creation: insertion of templates, magazine layout or original creation. (ongoing) Insertion of pictures, effective headlines, body of text, engaging captions. Photography: techniques of photography. Proofreading- revision of layout, grammar and spelling Application of the Elements and Principles of Design. Book sale orders and campaign.
March	Page creation: insertion of templates, magazine layout or original creation. (ongoing) Insertion of pictures, effective headlines, body of text, engaging captions. Photography: techniques of photography. Proofreading- revision of layout, grammar and spelling Application of the Elements and Principles of Design. <i>Winter Sports pages complete.</i> Book sale orders and campaign.
April	Page creation: insertion of templates, magazine layout or original creation. (ongoing) Insertion of pictures, effective headlines, body of text, engaging captions. Photography: techniques of photography. Proofreading- revision of layout, grammar and spelling Application of the Elements and Principles of Design. Submission of book
May/June	Creation of spring supplement