

Subject: Yearbook	1st Six Weeks	Timeframe: 30 days	Level/Grade: High School 10, 11, 12
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Unit Name: Organization / Theme Development / Time Management

Unit Objectives:

- Organize students to create a management hierarchy
- Develop page sequence of yearbook by creating a ladder
- Create a theme that unifies the yearbook visually and verbally
- Students will identify the basic parts of the yearbook that contribute to the development of the theme including cover, endsheets, opening section dividers and closing
- Deadline planning for layout and ad sales

Activity Type:

- Determining content and coverage of school activities
- Identify and organize activities, events, and issues into sections of the book covering the six main areas: student life, people, sports, academics, clubs and organizations, and community
- Assignment duties for 1st deadline (44 pages / 22 spreads)

TEKS:

1a, 1b, 4a, 4d, 4e, 4f, 4g, 5a,5b, 5c, 5d, 5e, 5f

Materials: Jostens Look Books; Instructional CDs; Jostens Yeartech publishing software; Photoshop photo editing software

SE Modifications:

Modifications provided if needed...none required at this time.

Resources: There is no basic course text for Yearbook. Instructional materials are provided by Jostens, LDHS yearbook publisher.

Evaluation Methods:

Completing assignments within deadline schedule, classroom participation and interaction, self-evaluation, editor/adviser evaluation.

Subject: Yearbook	2nd Six Weeks	Timeframe: 30 days	Level/Grade: High School 10, 11, 12
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Unit Name: Photography / Text / Layout & Design

Unit Objectives:

- Use photos to capture a story
- Write stories and captions that include 5W's and H, as well as background and follow-up information
- Recognize type as a design element related directly to content
- Learn steps of desktop layout and publishing techniques
- Recognize design principles to apply to the placement of content elements

Activity Type:

- Shoot photos that incorporate the skills necessary to capture action, stills and mugs.
- Record all relevant information (who, what, when, where and why) related to the photos taken
- Write stories and captions using journalistic style / consistency in copywriting.
- Create layouts using Yeartech design software.
- Finalize first deadline pages (44 pages/ 22 spreads)

TEKS:

1c, 1d, 1e, 2a, 2b,2c, 2d, 3a, 3b, 3c, 3d, 3e, 4a, 4b, 4c, 4d, 4e, 4f, 4g, 5a,5b, 5c, 5d, 5e, 5f

Materials: Jostens Look Books; Instructional CDs; Jostens Yeartech publishing software; Photoshop photo editing software

SE Modifications:

Modifications provided if needed...none required at this time.

Resources: There is no basic course text for Yearbook. Instructional materials are provided by Jostens, LDHS yearbook publisher.

Evaluation Methods:

Completing assignments within deadline schedule, classroom participation and interaction, self-evaluation, editor/adviser evaluation.

Subject: Yearbook	3rd Six Weeks	Timeframe: 30 days	Level/Grade: High School 10, 11, 12
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Unit Name: Financial Aspects/ Marketing / Sells

Unit Objectives:

- Understanding the financial structure and the staff's obligation in managing the yearbook's financial stability
- Create ad contracts and develop an advertising campaign to sell ads.
- Plan and incorporate a yearbook sales campaign

Activity Type:

- All students will participate in ad sales (business ads and Senior recognition ads)
- Sales goals developed for individual staff members
- Develop and implement a marketing plan for yearbook sales

TEKS:

3f, 3g, 5a, 5c, 5f

Materials: Jostens Direct Sales Solutions;
Yeartech Sales Reports

SE Modifications:

Modifications provided if needed...none required at this time.

Resources: There is no basic course text for Yearbook. Instructional materials are provided by Jostens, LDHS yearbook publisher.

Evaluation Methods:

Completing assignments within deadline schedule, classroom participation and interaction, self-evaluation, editor/adviser evaluation.

Subject: Yearbook	4th Six Weeks	Timeframe: 30 days	Level/Grade: High School 10, 11, 12
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Unit Name: Legal & Ethical Guidelines / Quality Control

Unit Objectives:

- Identify common concerns facing yearbook staffs including libel, legally protected and copyrighted materials.
- Teach creative, group problem solving
- Create structure for page review and corrections
- Use proofreading and editing techniques

Activity Type:

- Review and discuss legal aspects of copyrighted materials
- Review and practice proofreading skills
- Evaluate stories/coverage for balance and readability
- Submit work for editing and critiquing and make appropriate revisions
- Peer edit work of staff members

TEKS:

1a, 1c, 2a,2b, 2d, 2e, 4g, 5d 5e

Materials: Jostens Look Books; Instructional CDs; Jostens Yeartech publishing software; Photoshop photo editing software

SE Modifications:

Modifications provided if needed...none required at this time.

Resources: There is no basic course text for Yearbook. Instructional materials are provided by Jostens, LDHS yearbook publisher.

Evaluation Methods:

Completing assignments within deadline schedule, classroom participation and interaction, self-evaluation, editor/adviser evaluation.

Subject: Yearbook	5th Six Weeks	Timeframe: 30 days	Level/Grade: High School 10, 11, 12
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Unit Name: Photography / Text / Layout & Design (Part 2) / **Finalize Yearbook**

Unit Objectives:

- Use photos to capture a story
- Write stories and captions that include 5W's and H, as well as background and follow-up information
- Utilize advanced desktop layout and publishing techniques
- Utilize advanced design principles to apply to the placement of content elements

Activity Type:

- Shoot photos that incorporate the skills necessary to capture action, stills and mugs.
- Record all relevant information (who, what, when, where and why) related to the photos taken
- Write stories and captions using journalistic style / consistency in copywriting.
- Create layouts using Yeartech design software.
- Index all pages
- Finalize Yearbook / Meet last deadline

TEKS:

1c, 1d, 1e, 2a, 2b,2c, 2d, 3a, 3b, 3c, 3d, 3e, 4a, 4b, 4c, 4d, 4e, 4f, 4g, 5a,5b, 5c, 5d, 5e, 5f

Materials: Jostens Look Books; Instructional CDs; Jostens Yeartech publishing software; Photoshop photo editing software

SE Modifications:

Modifications provided if needed...none required at this time.

Resources:

There is no basic course text for Yearbook. Instructional materials are provided by Jostens, LDHS yearbook publisher.

Evaluation Methods:

Completing assignments within deadline schedule, classroom participation and interaction, self-evaluation, editor/adviser evaluation.

Subject: Yearbook	6th Six Weeks	Timeframe: 30 days	Level/Grade: High School 10, 11, 12
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Unit Name: Customer Service / Leadership / Distribution

Unit Objectives:

- Focus on positive interactions when dealing with customers through all aspects of yearbook production (selling and distribution)
- Explore careers in Journalism / Publications
- Recruit, interview and train potential new staff members
- Plan for summer yearbook camp / brainstorm for potential 2010 theme ideas

<p>Activity Type:</p> <ul style="list-style-type: none"> • Organize for final yearbook sales • Organize and implement plan for yearbook distribution • Complete critique of finished product • Produce framework / brainstorm for next year's product 	<p>TEKS: 1a, 3f, 5a, 5c, 5f</p>
<p>Materials: Jostens Look Books; Instructional CDs; Jostens Yeartech publishing software; Photoshop photo editing software</p>	

<p>SE Modifications: Modifications provided if needed...none required at this time.</p>	<p>Resources: There is no basic course text for Yearbook. Instructional materials are provided by Jostens, LDHS yearbook publisher.</p>	<p>Evaluation Methods: Completing assignments within deadline schedule, classroom participation and interaction, self-evaluation, editor/adviser evaluation.</p>
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