

Course Title:	Yearbook Design
Department:	General Elective
Course #:	1875
Grade Level/s:	11-12
Length of Course:	Year
Prerequisite/s:	Successful completion of Yearbook or Yearbook Publication
UC/CSU (A-G) Req:	F (Pending)

Brief Course Description: Yearbook Design is a yearlong course to develop students' understanding the role of visual art and design. In addition, this course will focus on impacts within society/culture and publication mediums. Yearbook Design will incorporate knowledge of a designer's target audience and stimulating creativity through a variety of two-dimensional media. Students will apply the artistic process to create designs for yearbook publication. Students will maintain the integrity of design through the editing process, while collaborating and communicating with yearbook peers. In this course, students will demonstrate the ability to apply principles of design and effectively communicate.

I. GOALS

The students will:

A. Demonstrate knowledge and understanding of:

1. The print/publication process
2. Journalistic writing
3. Photography basics
4. Graphic design
5. Project planning and organization

B. Demonstrate application and analysis of:

1. Photography principles and aesthetics
2. Graphic design concepts and layout
3. Writing style with a focus on purpose and audience

C. Demonstrate synthesis and evaluation of:

1. Oral interviews
2. Fact gathering
3. Design principles
4. Copy writing

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- D. Demonstrate a variety of appropriate skills to:
1. Complete project-based assessments/tasks
 2. Complete deadline-based assessments/tasks
 3. Collaborate and outsource (e.g., photographers and publishers)

II. OUTLINE OF CONTENT FOR MAJOR AREAS OF STUDY

Semester 1

- A. Unit 1: The Principles of Design
1. Balance
 2. Unity
 3. Emphasis
 4. Contrast
 5. Variety
 6. Proportion
 7. Movement
 8. Rhythm
 9. Pattern/repetition
- B. Unit 2: Typography
1. Legibility
 2. Justification
 3. Typefaces
 4. Weights
 5. Leading
 6. Conveying messages
- C. Unit 3: Using Design to Deliver Theme
1. Title
 2. Graphics
 3. Typography
 4. Side bar design
 5. Key elements of layout design
- D. Unit 4: Page Layout Design
1. Publication models
 2. Visual impact
 3. Levels of space
 4. Balance
 5. Unity
 6. Proportion
 7. Contrast
 8. Consistency and variety

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Semester 2

- E. Unit 5: Assessment of Design during Publication Production
 - 1. Improve content coverage, cohesion and delivery
 - 2. Page assessment
 - 3. Photography
 - 4. Color
 - 5. Graphic elements
 - 6. Typography

- F. Unit 6: Creating Promotional Tools
 - 1. Video advertising (announcements)
 - 2. Classroom advertising
 - 3. Campus advertising

- G. Unit 7: On-Going Electronic Graphic Design Portfolio
 - 1. Drafting
 - 2. Feedback
 - 3. Revising
 - 4. Final product
 - 5. Reflection

III. ACCOUNTABILITY AND DETERMINANTS

A. Key Assignments

- 1. Final page submissions
- 2. Check points
- 3. Mini deadlines
- 4. Portfolio
- 5. Advertising campaign oral presentation
- 6. Typography timeline
- 7. Theme package presentation
- 8. Reflective essay/cover design
- 9. Staff production meetings
- 10. Promotional poster

B. Assessment Methods

- 1. Final page submission
- 2. Personal portfolio
- 3. Tests and quizzes
- 4. Special projects and mini-assignments
- 5. Checks and progress evaluations
- 6. Skill mastery and quality of work
- 7. Performance tasks
- 8. Projects
- 9. Presentations
- 10. Semester final exams

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IV. INSTRUCTIONAL MATERIALS AND METHODOLOGIES

A. Required Textbook(s)

1. Gatta, Kevin., Claire Mowbray Golding. *Communicating through Graphic Design*, Davis Publications. 2010. ISBN 9780871929884.

B. Supplementary Materials

1. www.ybsquared.com (yearbook company provides supplemental supplies and instruction)
2. Adobe products: Photoshop and InDesign
3. "A Yearbook Resource: Ideal File" by Walsworth

C. Instructional Methodologies

1. Direct/guided instruction
2. Guided inquiry
3. Seminars
4. Workshops
5. Project-based learning
6. Individual/group learning activities
7. Close reading
8. Collaborative peer review
9. Checklist evaluations
10. Presentations