

<b>Course Title:</b>	Yearbook Production
<b>Department:</b>	General Elective
<b>Course #:</b>	1870
<b>Grade Level/s:</b>	10-12
<b>Length of Course:</b>	Year
<b>Prerequisite/s:</b>	Teacher recommendation and a minimum B grade in previous college preparatory level English, or C grade in an advanced English course
<b>UC/CSU (A-G) Req:</b>	(G) Elective

**Brief Course Description:**

This course utilizes the English Language Arts (ELA) skills in order to produce a school-wide product that captures a timeless piece of history, while students transfer and apply their ELA knowledge and fundamentals. This course is essential to documenting the history of the high school for posterity and reference. This course also supplements ELA skills and teaches students how to use those skills recording events in a real world setting. Yearbook Production offers the opportunity to chronicle the school and for students to proudly and accurately represent their school, as well as make their ELA skills applicable. Students also receive training and knowledge in the fields of photography and graphic design.

**I. GOALS**

The student 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

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3. Design principles
  4. Copy writing
- 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**

- A. Unit 1: Introduction, Overview and Terminology
1. Printing and publication process
  2. Deadlines
  3. Submitting work
  4. Equipment checkout and care
  5. Key terminology
- B. Unit 2: Yearbook Staffer Organization, Time Management and Team
1. Introduce mission statement and core values
  2. Overview of the editorial process and job descriptions
  3. Time management strategies: binders, calendars, and balancing responsibilities
- C. Unit 3: Adobe InDesign and Page Layouts
1. Layout design fundamentals
  2. InDesign: basic functions
  3. Accessing and working with a remote server
- D. Unit 4: Photography Elements, Organizing Photos and Uploading Photos
1. Photographic composition
  2. Organization and backup
  3. Uploading to the remote server
- E. Unit 5: Legal and Ethical Journalism
1. "Appropriate" and "inappropriate" coverage
  2. Libel and privacy
  3. Copyright and trademark
  4. Stakeholders and representation
- F. Unit 6: Interviewing Preparation and Process
1. Purpose behind interviewing
  2. Interviewing techniques and strategies
  3. "Do's" and "Don'ts"
  4. Process: pre, during and post
  5. Angles
  6. Documentation and organization
- G. Unit 7: Journalistic Writing
1. Purpose and audience
  2. Devices and strategies

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3. Style guidelines
  4. Ethical guidelines
  5. Incorporating research facts
  6. Story shaping and angles
- H. Unit 8: Graphic Design and Visual Strength in Print
1. Basic tenets
  2. Strong vs. weak: compare and analyze
  3. Typography
  4. Aesthetics: layout, spacing, consistency and variety
- I. Unit 9: Reflection and Correction
1. Works in progress
  2. Comprehensive evaluation
  3. Reflective essay
  4. Final spread submission

**III. ACCOUNTABILITY DETERMINANTS**

- A. Key Assignments
1. Final page submissions
  2. Check Point Charley's
  3. Mini deadlines
  4. Portfolios
  5. Layout project
  6. Comprehensive evaluations
  7. Interview: lessons and notes
  8. Photography: lessons and notes
  9. Note/binder checks
  10. Essays: expository, analytical and creative
- B. Assessment Methods
1. Final page submission (summative)
  2. Personal portfolio (summative)
  3. Tests and quizzes (formative and summative)
  4. Special projects and mini-assignments (formative)
  5. Checks and progress evaluations (formative)

**IV. INSTRUCTIONAL MATERIALS AND METHODOLOGIES**

- A. Required Textbook(s)
1. Hawthorne, Bobby. *Radical Write - A Fresh Approach to Journalistic Writing for Students*, Josten's Inc., 2011. Print.
- B. Supplementary Materials
1. [www.ybsquared.com](http://www.ybsquared.com) (yearbook company provides supplemental supplies and instruction)
  2. Adobe products: Photoshop and InDesign
  3. "A Yearbook Resource: Ideal File" by Walsworth

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C. Methodologies

The primary instructional methods used in this course vary based on the needs of the students and the material to be presented.

1. Adviser-led direct instruction
2. Adviser-led guided instruction
3. Seminars and workshops
4. Project-based learning for individuals and small groups
5. Class activities and games
6. Reading from text
7. Peer evaluations, edits and revisions
8. Checklist evaluations
9. Cooperative learning activities with professional partners (photographers and publishers)