

Course Title:	DESKTOP PUBLISHING/YEARBOOK #593 (A)
Grade(s):	12th Grade

Course Description
This course is for students going into their senior year who want to commit to the publication of the high school yearbook. This course will focus on desktop publishing techniques needed to prepare documents such as newsletters, brochures, stationery, business cards, flyers, catalogs, magazines, and yearbooks. Once students have a thorough understanding of desktop publishing, they can begin planning and designing the high school yearbook. During the yearbook process, students will learn additional yearbook applications designed specifically by the publishing company that produces our yearbook.
Approved Curricular Materials/Textbook(s)
• Industry-standard graphic design and desktop publishing software • Scholastic Media/Journalism style guides and resources • Digital content submission and production software

Unit Title	Unit Description (Include Unit Objectives)	Unit Pacing
Unit 1: The Publishing Foundation	Description: Focuses on establishing the staff organization, understanding the publishing cycle, and developing the core book concept. Objectives: Students will be able to analyze and select an effective theme for the annual publication; define and implement a staff organizational chart; and understand the financial and operational goals for the year's production cycle.	Approx. 3 Weeks (September)
Unit 2: Journalistic & Design Principles	Description: Provides essential training in the core creative skills required for high-quality scholastic media. Objectives: Students will master techniques for conducting effective interviews; write high-impact copy, compelling headlines, and informative captions; apply the principles of	Approx. 3 Weeks (Sept.- Oct.)

	composition and lighting in photography; and demonstrate basic proficiency in the selected desktop publishing software.	
Unit 3: Business Management and Sales	Description: Develops the essential business and financial plans for the publication. Objectives: Students will create a detailed ladder diagram (content map); formulate a comprehensive book sales and marketing plan; and successfully complete the required real-world sales component by selling a minimum of \$500 in business advertisements to local area businesses.	Approx. 3 Weeks (Oct. - Nov.)
Unit 4: Fall Coverage and Deadline One	Description: The first intensive production phase, focusing on content gathering and page design for the initial segment of the book, typically covering school portraits and early fall events. Objectives: Students will coordinate portrait photography and data collection; apply the journalistic concept of "complete coverage" to events; and meet the first set of contractual page submission deadlines.	Approx. 5 Weeks (Nov - Dec.)
Unit 5: Winter Coverage and Deadline Two	Description: The second intensive production period, centered on winter activities, student life features, and remaining content sections. Objectives: Students will execute coverage for more complex feature stories; demonstrate advanced photo editing and graphic design skills; and meet the second major page submission deadline, ensuring page count and quality control are maintained.	Approx. 8 Weeks (Dec. - Jan)
Unit 6: Final Production and Quality Control	Description: The culminating production phase to finalize all remaining pages, followed by rigorous quality checks. Objectives: Students will complete all spreads, ensuring consistency in design and editorial voice; conduct a multi-level proofing process to eliminate errors in facts, grammar, and design; and successfully submit the final production files to the manufacturer (typically March/April).	Approx. 4 Weeks (Feb -April)

Unit 7: Design Platform Exploration, Media Law, and Ethics	Description: With the production phase complete, students shift focus to exploring the broader landscape of media creation tools and the legal/ethical responsibilities of content creators. Objectives: Students will compare the features and workflows of various online design sites like Canva with professional desktop software like Adobe (InDesign/Express); analyze ethical dilemmas in photo and copy selection; understand the legal concepts of student press rights and libel; and evaluate the appropriate use of Artificial Intelligence (AI) in content creation.	Approx. 4 Weeks (April - May)
Unit 8: Distribution, Critique, and Transition	Description: The final operational unit, which culminates with the physical delivery of the book and the formal critique process. Objectives: Students will develop and execute a secure distribution plan for the books (delivery is the first week of June); analyze the final product to complete a thorough critique; and develop a comprehensive transition plan (including theme ideas and content flow) for the following year's staff.	Approx. 4 Weeks (May - Early June)