Lesson Duration: Two 60 minute sessions
1. Complete the 2020 Yearbook
2. Continue to construct Yearbook pages
3. Gather images for image library on yearbookavenue.jostens.com

Performance Objective: Upon completion of this lesson, the student will be able to take photos and construct pages in the 2020 yearbook.

Specific Objectives:
1. Identify the incomplete elements of the yearbook.
2. Set up pages and generate ideas for visual solutions to the yearbook.
3. Upload, scan or collect photographs to build our Jostens image library.
4. Continue to take photographs with your phone that will be used in 2020 yearbook
5. Identify “Rule of Thirds Photographs” and write about them using “Photo Vocabulary” from following pages.

Materials Needed:
1. --- Any place where images are found. Any publication is open for inspiration.
2. --- pencils, paper, phone cameras, and yearbookavenue.jostens.com

We have many unfinished pages in our yearbook. Generating ideas and visual solutions are vital. Brainstorming and research are the key. We will think outside the box and achieve our goals with or without the internet.

I will need your Somerset County Email address as soon as you can.

If you do have the internet please let me know.
Rule of Thirds

In photography, the rule of thirds is a type of composition in which an image is divided evenly into thirds, both horizontally and vertically, and the subject of the image is placed at the intersection of those dividing lines, or along one of the lines itself.

Why? Use the Rule of Thirds?
Using the rule of thirds means that the subject isn't centered in the image, which is how many new photographers frame their shots. Instead, the main focal point is a bit off to one side. ... Using the rule of thirds draws the viewer's eye into the composition, instead of just glancing at the center.

When selecting and cropping photos, the Rule of Thirds is a powerful concept. Draw the Rule of Thirds tic-tac-toe grid directly onto the photo below that are not already marked. Then write a brief, yet specific, paragraph explaining how the Rule of Thirds adds impact to this photo.
Photography Terms

Read, study and know these terms. There will be a quiz in the upcoming packets.

ANGLE
The specific location from which a photo is shot. Variety in angle creates more interesting photography and can tell the story in different ways.

BIRD’S-EYE VIEW
A photo shot from above, taken from a high angle.

CENTER OF VISUAL INTEREST (CVI)
Primary subject that catches readers’ attention first. Should be the focal point or dominant element within the photo.

COMPOSITION
Position or arrangement of the elements in a photo; content of a photo.

CROPPING
Editing the image area to be reproduced. Cropping enhances a photo’s visual impact by removing dead space from the sides, top or bottom.

FORMAT
A horizontal or vertical orientation for a photograph. A variety in format makes a spread or module more interesting.

FRAMING
Composing a photo so that the subject is surrounded (framed) by content — sky, ground, people, architecture — that highlights the subject.

LEADING LINES
A photo composition technique in which real or imaginary lines in a photo lead the eye to the dominant element, primary subject or center of interest.

NOISE
An undesirable electronic pattern in the dark areas of a digital photo.

PERSPECTIVE
The angle at which a photo is shot. A wide shot shows the overall event or scene, introducing the story. A medium shot brings readers close to the action, telling more of the story. A close-up/detail shot focuses on a single, interesting subject, showing one small element that provides information on the subject matter.

PHOTO ASSIGNMENT
The time, place and event/activity the photographer is to shoot.

PHOTOJOURNALISM
The art of telling a visual story with photographs. Photojournalists capture life as it happens, with an emphasis on emotion in motion. Photojournalistic images are not staged or posed.

PHOTOJOURNALISTIC PHOTOS
Tell stories, show action and reaction. Provide a variety of subjects and points of view.

PHOTO EDITING
Brings together photographer and designer and involves selection, cropping, sizing and the display of photos to optimize storytelling.

REFERENCE PHOTOS
Group shots and portraits that provide a record of the school population and the membership of organizations and teams.
REPETITION OF PATTERNS
A photo composition technique in which texture, lines or another visual element repeats in the photo.

RULE OF THIRDS
A method of dividing the photograph into thirds vertically and horizontally creating four intersection points. The main subject should usually fall into one of the intersecting points, a little off-center in the photo.

SEQUENCE
A complete visual story that results from shooting before, during and after the event or activity.

SIZING
Matching the dimensions of the original photo to the proportions of a photo module on a design. A horizontal photo cannot fit into a vertical space and vice versa.

SUBJECT
The main focus of a photo (a single person, a couple, a small group, a large group). Varying the number of people in photos tells different stories.

WORM’S-EYE VIEW
A photo shot from below, or a ground-level angle.

Continued research and brainstorming

List ideas for pages, keeping in mind we may not be able to attend Prom, the Talent Show, Spring Sports, Clubs and any or all Somerset County School events. Please get creative! All ideas even crazy, outlandish ideas are ALL welcomed.

1. 

2. 

3. 

4. 

5.

Room to sketch and visualize layout/design ideas:
Page construction info:

PAGE CONSTRUCTION!

1. Need inspiration? Go to Look Book on the home page of Jostens’ website (drop down box lists all the look books). Select the look book and click “go to gallery.” Look through other schools’ pages and if you like a layout, click “add to my templates.”
2. Go back to page ladder and select the page you are working on.
3. Click “designs” on right toolbar.
4. If you added a template from the look book, select “my templates” on drop down bar. Find your template and drag the picture onto the editing grid and the layout will appear on the page.
5. If you did not find a template on the look book, there are many pre-made templates to look through. You are not limited to looking under specific titles (i.e. if you are designing a sports page, you do not have to pick a template from the sports category).

6. All yearbook ideas can be generated from intense researching practices and thorough investigations of any hard copy publication: magazines, newspapers, books, catalogues, old yearbooks, not just online articles or publications. Study how these publications are set up in terms of idea, concept, layout and design.

The Possibilities Are Endless! Time To Generate Ideas!

Be Safe and Stay Healthy!