

Domain: Yearbook/Journalism/Communication Arts MP1		
Cluster: Grade 12		
Standards: AR-JB.2; RH. 11-12.1; RH 11-12.7; WHST 11-12.4; WHST 11-12.5; WHST 11-12.6; SL 11-12.1; SL 11-12.3; RI 11-12.3; W11-12.4; W11-12.6; W11-12.9		
Essential Questions	Enduring Understandings	Activities, Investigations and Student Experiences
<ul style="list-style-type: none"> Why is a yearbook theme necessary and how can one be developed through text and graphics? What are the main components of yearbook sections? What are the basic elements of effective photographs? How does composition of text and graphics affect clarity? 	<ul style="list-style-type: none"> Students rely on a variety of sources to obtain information. Composition and layout are important for understanding. Themes provide unity and cohesion in publications. Composing for publication requires specialized knowledge. 	<ul style="list-style-type: none"> Brainstorm activities to generate yearbook theme. Begin building specialized vocabulary (spread, copy, caption, sidebar, call outs, etc.) Write interview questions Brainstorm spread topics Analyze qualities of powerful images. Use digital cameras and image editing applications Use Treering online yearbook creation software
Content Statements	Sample Questions	
<ul style="list-style-type: none"> Capture attention through topic, leads, headlines, design, and graphics Define, identify, and analyze elements of a multi-section publication Gather data (text and graphics) from multiple sources. Organize resources. 	<ul style="list-style-type: none"> How can theme affect the way a yearbook is perceived? What makes for an effective and engaging marriage of text and graphics? What is the value of a document like a yearbook beyond memento? 	
Assessments: Teacher and student created discussion and observation, rough spread layouts, sample photography, image manipulation/editing, text writing/editing		Teacher Resources Treering.com, Photoshop, InDesign

<p><i>To show evidence of meeting this standard, students may:</i> Create sample spreads and layouts, take, manipulate, and edit photographs, write/edit text.</p>	
<p>Equipment Needed: Desktop (or laptop) computers, digital cameras, projector, color printer.</p>	

<p>Domain: Yearbook/Journalism/Communication Arts MP2</p>		
<p>Cluster: Grade 12</p>		
<p>Standards: R-JB.2; RI.11-12.1; RI 11-12.5; W11-12.8; W11-12.9b; W11-12.10; SL 11-12.2; SL 11-12.3; L11-12; L11-12.1; 8.1.12.D.1; 8.1.12.E.1</p>		
<p>Essential Questions</p>	<p>Enduring Understandings</p>	<p>Activities, Investigations and Student Experiences</p>
<ul style="list-style-type: none"> ● What questions make for an engaging and interesting interview? ● What is alternative copy? ● How does correct language, usage, mechanics facilitate clarity? ● How does figurative language make writing more interesting and enjoyable? 	<ul style="list-style-type: none"> ● Listening skills are important to carry out good interviews.. ● Composition and layout are important for understanding. ● Proper form and mechanics ensures clarity. ● Variety of narrative alternatives will make publications more meaningful and enjoyable.. 	<ul style="list-style-type: none"> ● Brainstorm activities to generate interview questions. ● Sort through and select from various types of alternative copy. ● Brainstorm spread topics ● Review and practice rules of grammar, spelling, and usage. ● Collaborate to create alliterative, rhythmic, catchy headlines and titles. ● Practice writing captions for photos.
<p>Content Statements</p>	<p>Sample Questions</p>	
<ul style="list-style-type: none"> ● Prepare for interviews. ● Know the characteristics of different types of alternative copy. ● Capture readers' attention through catchy titles, headlines, and captions. 	<ul style="list-style-type: none"> ● How can a poorly framed question damage an interview? ● What makes for an effective and engaging use of figurative language? ● What is the benefit to readers of effectively conducted interviews? 	

<ul style="list-style-type: none"> Organize resources. 		
<p>Assessments: Teacher and student created discussion and observation, student written interview questions, alternative copy text writing/editing</p>		<p style="text-align: center;">Teacher Resources</p> <p>Treering.com, Photoshop, InDesign</p>
<p><i>To show evidence of meeting this standard, students may:</i> Create and conduct interviews with faculty, staff, and students, write/edit text.</p>		
<p>Equipment Needed: Desktop (or laptop) computers, digital cameras, projector, color printer.</p>		

<p>Domain: Yearbook/Journalism/Communication Arts MP3</p>		
<p>Cluster: Grade 12</p>		
<p>Standards: AR-JB.2; W11- 12.2; W11- 12.3; W11- 12.6;W11-12.8; W11-12.9b; W11-12.10; RI.11-12.7; AASL-4.1.6; AASL - 4.1.8; AASL-1.1.8; AASL-1.1.9; WHST.11-12.7; 9.1.12.B.1</p>		
<p style="text-align: center;">Essential Questions</p>	<p style="text-align: center;">Enduring Understandings</p>	<p style="text-align: center;">Activities, Investigations and Student Experiences</p>
<ul style="list-style-type: none"> How does a publication’s design attract and hold attention? What elements contribute to a publication’s professional appearance? How does choice of type, color, and framing effects enhance a publication? What makes for effective graphics/text composition over a spread? 	<ul style="list-style-type: none"> Examining and analyzing different types of layouts produces effectiveness and clarity.. Exposure to graphics and text can affect readers’ perception. Fonts, colors, and text effects are important. A spread is more powerful with one dominant image instead of many smaller ones. 	<ul style="list-style-type: none"> Use Treering yearbook design software to create layouts and spreads.. Experiment with different fonts, colors, and text effects.. Experiment with photo choices in spreads. Finalize spreads and submit to meet deadlines.

Content Statements	Sample Questions	
<ul style="list-style-type: none"> Analyze impact o design on readers. Model layout patterns and evaluate effectiveness. Identify key design elements and types. Understand basics of design and layout including page and spread elements common to most publications. 	<ul style="list-style-type: none"> What is the importance of graphics in page and spread design? How is a publication designed to attract readers? What is the impact of carefully chosen font, color, and text effects? 	
<p>Assessments: Teacher and student created discussion and observation, student designed and executed pages and spreads.</p>		<p style="text-align: center;">Teacher Resources</p> <p>Treering.com, Photoshop, InDesign</p>
<p><i>To show evidence of meeting this standard, students may:</i> Design, compose, and create yearbook pages and spreads.</p>		
<p>Equipment Needed: Desktop (or laptop) computers, digital cameras, projector, color printer.</p>		

<p>Domain: Yearbook/Journalism/Communication Arts MP4</p>		
<p>Cluster: Grade 12</p>		
<p>Standards: AR-JB.2; W11-12.2; W11-12.3; W11-12.6; W11-12.7; W11-12.8; W11-12.9b; W11-12.10; RI.11-12.2; RI.11-12.5; SL11-12.2; SL11-12.3; L11-12.1;L11-12.2</p>		
Essential Questions	Enduring Understandings	Activities, Investigations and Student Experiences
<ul style="list-style-type: none"> How does a publication’s design attract and hold attention? What elements contribute to a publication’s professional appearance? How can accuracy and balance be assured in final draft? 	<ul style="list-style-type: none"> Examining and analyzing different types of layouts produces effectiveness and clarity.. Exposure to graphics and text can affect readers’ perception. Fonts, colors, and text effects are important. Accuracy is better assured when several sets of eyes review layouts. 	<ul style="list-style-type: none"> Use Treering yearbook design software to create layouts and spreads.. Collaborate to review and ensure accuracy of all aspects of the final publication. Finalize spreads and submit to meet deadlines.

<ul style="list-style-type: none"> • What makes for effective graphics/text composition over a spread? 		
<p style="text-align: center;">Content Statements</p>	<p style="text-align: center;">Sample Questions</p>	
<ul style="list-style-type: none"> • Produce and publish a high quality yearbook. • Understand importance of accuracy and balance in publication. • Manage work and time to guarantee that deadlines are met.. 	<ul style="list-style-type: none"> • What is the importance of graphics in page and spread design? • How can errors/omissions be avoided? • What is the impact of missing a deadline? 	
<p>Assessments: Teacher and student created discussion and observation, student designed and executed pages and spreads, final yearbook publication.</p>		<p style="text-align: center;">Teacher Resources</p> <p>Treering.com, Photoshop, InDesign</p>
<p><i>To show evidence of meeting this standard, students may:</i> Design, compose, and create yearbook pages and spreads.</p>		
<p>Equipment Needed: Desktop (or laptop) computers, digital cameras, projector, color printer.</p>		

