

Course Title: Publications

Department: Non-departmental

Grades: 11-12 Credits: ½ credit per semester

Course Overview/Description

This course offers students an opportunity to work with high quality, visual publications. This process requires them to meet deadlines, become acquainted with the online website provided by the yearbook company, and have general knowledge of graphic art areas that include photography, layout design, and writing text copy. This course focuses on team building skills that require students to do their share to ensure a quality production.

Scope and Sequence

Timeframe	Unit	Instructional Topics
Ex: 5 weeks (October 1 - November 2)	Ex: Unit 1 - Narrative: Small Moments	Ex: Components of Narrative Writing
2 weeks	Unit 1. Yearbook Basics	<ul style="list-style-type: none"> - Legal and Ethical guidelines in yearbook - Yearbook planning: theme, color, template - Yearbook terminology - Captions and Headlines - Camera and Photography basics
Ongoing	Unit 2. Yearbook Spreads and Pages	<p>Students will be assigned new pages by term to focus on. Each term, the lessons will focus on requirements for that particular subject.</p> <p>Term 1--Fall Chronological pages Term 2--Portrait Pages and Academic Pages Term 3--Winter Pages Term 4- Clubs and Spring Pages</p>
2 Weeks (Term 3)	Unit 3. Advertising	Business Letters and Budgets
1 Week (Term 3)	Unit 4. Sales	Propaganda and Persuasion

UNIT 1: Yearbook Basics 10 days

Description: Students will receive an overview of all things relevant to this course. The purpose of the Legal and ethical guidelines is for students to understand their rights during this class and what rights they do not have. Students will be able to explain specific terminology as it applies to the course. Students will be able to get the book organized by color, theme, and template. Finally, students will be able to use the cameras. Students will be able to define or explain the following yearbooks terms: spread, layout, font size, caption, headline, gutter, bleed, dominant photo, copy, margin, white space, theme.

Essential Standards: S1- Prepare effectively in a range of conversations and collaborations with diverse partners, building on others'

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ideas and expressing their own clearly and persuasively.

UNIT 2: ____ Yearbook Spreads and Pages (Ongoing)

Description: Students will work on assigned spreads. Students must meet deadlines in order to pass the course. Students will participate in weekly critique sessions to improve their pages and the overall books. Students will work together to create the best yearbook possible.

Essential Standards:

L5 Students will discern when and where it is appropriate to use standardized English, and demonstrate contextually appropriate use of conventions of standardized English grammar or usage when writing.

W3 Select and utilize tools and strategies to develop effective writing when appropriate for purpose, mode, and audience.

W1 Compose writing for a variety of modes to examine and convey complex ideas and information clearly and accurately through effective selection, organization, and analysis of content.

S5-Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.

W5 Plan, revise, and edit to make informed and intentional decisions to produce clear and coherent writing that is authentic to the task.

UNIT 3: ____ Advertising and Sales 10 days

Description: This unit is set up for students to understand the process of advertising in the yearbook. This ranges from contacting business for sales to writing letters to reach out to local businesses. Students will work to generate yearbook sales.

Essential Standards: S1- Prepare for effectively in a range of conversations

Targets: Students will prepare a business letter. Students will produce thank you letters to the advertisers. Students will reach out to classmates about purchasing a yearbook. Students will produce advertisements to promote yearbook sales.