BAA Yearbook Production 11

District Name: Yukon School District

District Number: 98

Developed by: Tyler Bradford (Modified from an existing BAA course developed by Delta School District.)

Date Developed: February 2013

School Name: F.H. Collins Secondary

Principal's Name: Darren Hays

Board/Authority Approval Date:

Board/Authority Signature:

Course Name: Yearbook Production 11

Grade Level of Course: 11

Number of Course Credits: 4

Number of Hours of Instruction: 120

Prerequisite(s): Students should have completed English 10. Experience with computers and graphic design an asset.

Special Training, Facilities or Equipment Required:
Equipment: Computer Lab, Publishing Software (eg. Adobe Photo Shop or InDesign) Cameras, Layout equipment
Materials: Guidebooks, Manuals and Student packages available at nominal charge from Publisher of Yearbook
Instructor Training: Background in Art and Graphic Design, Photography and Computer Layout.

Course Synopsis:
Students gain the basic technical and critical skills to produce the High School Yearbook. Principles of fair and equitable reporting, copyright and privacy law, and all required computer skills are taught. By evaluating Yearbooks produced in the past, contemporary print media, and the study of various instructional materials, students learn what constitutes good design and apply this knowledge to the production of yearbook pages. As technology advances, there are also opportunities for the production of media other than print. Many schools create a multimedia CD to be included with the yearbook.

This course leads to Yearbook Design 12, which should be taught concurrently, building on the team dynamic of students with a variety of skill levels and experience.

Rationale:

Yearbooks used to be produced by student clubs after regular schools hours, with varying degrees of success. For the last few years, Yearbook Production has been taught as part of the Art programme at many schools but the scope of Yearbook Production exceeds the parameters set in the IRP for Visual Arts/Media Arts. The production of the yearbook stretches across a number of curricular areas, including: Graphic Design and Media Arts; Business Education, Desktop Publishing and Marketing; English and Journalism. In creating a dedicated course, learning outcomes that accurately reflect the involved process can be established and criteria for evaluation can be set. Communication skills, technology, and design terminology can be taught, while at the same time students can explore the richness and diversity of their school culture, bringing their own sensitivity to the product. Students take the pictures, write the stories, captions and editorials that capture the essence of the school year. Through reflection of both process and product, and the feedback from the entire student population, student skill and critical ability are fostered, while course credit both encourages and awards positive participation.

By teaching this class in conjunction with and during the same instructional period as Yearbook Design 12, students will benefit from working in a cooperative learning environment. Students receive mentoring from senior students and learn not only techniques and skills, but will learn team-building skills, and will develop strong ties to the school and one another through the sharing of responsibility and accountability.

Organizational Structure:

Unit/Topic	Title	Time
Module 1	Standards and Practices	10 Hours
Module 2	Practical Training, Planning, and Pre-Production	20 Hours
Module 3	Information Gathering and Reporting	40 Hours
Module 4	Design and Production	40 Hours
Module 5	Reflection, Comparison and Critique	10 Hours
	Total Hours	120 Hours

Module Descriptions:

Module 1:   Standards and Practices   Time 10 Hours
Students will become familiar with the process, planning, and work ethic necessary for a successful Yearbook Production. Through a number of assignments, worksheets, scenarios and role plays, they will learn to appreciate the responsibility of the reporter. There will also be a number of activities to build co-operation and team spirit, culminating in a shared vision statement and commitment to a common set of aesthetic standards.

Curriculum Organizer: Communication
It is expected that students will:
• understand the ethics of accurate reporting
• help to develop a plan that incorporates all groups of the student population in the publication

Curriculum Organizer: Production
It is expected that students will:
• learn the steps involved in bringing a book to print
• understand the process of tracking work in progress

Curriculum Organizer: Analysis
It is expected that students will:
• recognize good design in a variety of publications
• evaluate team members work and help editing to a common standard
• recognize their own motivation and goals for participation
• understand the basics of copyright laws in relation to yearbook publication

Module 2: Practical Training, Planning, and Pre-Production   Time 20 Hours

Students will learn the technical aspect of layout and design, through both worksheet and computer based instruction. Work will be presented to, and evaluated by their peers. Work that is judged to adhere to the common standard set in Module 1 will be further developed for production. The content of the Yearbook will be decided through group discussions, mind maps, and brainstorming sessions. The workload will be distributed among teams and students will take responsibility for individual sections of the publication.

Curriculum Organizer: Communication
It is expected that students will:
• apply design and content standards to their production and layout design
• understand the use of a Ladder and page assignment to determine available space for content.
• list events that should be covered to ensure equitable representation of the school population

Curriculum Organizer: Production
It is expected that students will:
• create page layouts using the pre-set templates provided
• incorporate text and images on paper layouts
• create a schedule and timeline for the production of their assigned section

Curriculum Organizer: Analysis
It is expected that students will:
• evaluate each others work and identify areas for possible improvement.

Curriculum Organizer: Technology
It is expected that students will:
• use software applications for Layout and File Management

- transfer paper layouts to computers, using the prescribed templates and software applications
- become familiar with the use of different cameras, and their proper application

Module 3: Information Gathering and Reporting   Time 40 Hours

Students will gather the information, photos, artwork and surveys needed to create the content of the Yearbook. Students will write content and then peer-edit to determine what information might have been missed. Individual groups will ensure all events and issues in their subject area are reported, and track events and production in their Learning/Task Log.

Curriculum Organizer: Communication
It is expected that students will:
- practice accurate reporting/collection of information
- apply copyright law to source material
- incorporate all groups of the student population in the publication

Curriculum Organizer: Production
It is expected that students will:
- interview representative groups of students to accurately reflect the school tone
- write copy and captions appropriate to the content
- take photographs and record accurately names of people pictured

Curriculum Organizer: Analysis
It is expected that students will:
- evaluate one another's information
- edit content for relevance and interest
- identify areas for improvement and create an action plan for success

Curriculum Organizer: Technology
It is expected that students will:
- use cameras with confidence and in the right environment
- use software to store and cross-reference information prior to production
- use school newsletters and announcements to locate and notify groups to be interviewed.

Module 4: Design and Production   Time 40 Hours

Students will use pre-designed templates and set design/content standards to create pages on the computer, incorporating written reports, surveys, photographs and other design elements. Students with artistic ability might be asked to create illustrations to accompany the content to be placed on pages. Once final pages are sent to the printer, content production for the (multimedia) supplement continues.

Curriculum Organizer: Communication
It is expected that students will:
- regularly report to editors/teacher with updates on work produced or in progress

- apply copyright law to source material

Curriculum Organizer: Production

It is expected that students will:
- edit and collate information to create effectively presented pages
- maintain records of images used and people represented
- track the location of used files and document completed work

Curriculum Organizer: Analysis

It is expected that students will:
- evaluate their design by using set standards
- peer-edit and correct produced work

Curriculum Organizer: Technology

It is expected that students will:
- use photo editing software to enhance, crop and correct their images
- apply the design standards using available software to create photo-ready layouts
- use multimedia authoring tools to create supplements to the Yearbook.

Module 5: Reflection, Comparison and Critique   **Time 10 Hours**

After final deadlines are met, students write up a longer evaluation of both process and product. Their experience becomes part of a legacy left for future yearbook classes. There is also room to determine if all design goals were met and if there is improvement over the previous year's publication.

Curriculum Organizer: Communication

It is expected that students will:
> Critically evaluate if all content adheres to the plan at the start of the year, as set by the class

Curriculum Organizer: Production

It is expected that students will:
- write a 'Legacy Report' detailing challenges, success and areas of concern for future classes
- create manuals for specific topics within Yearbook Production
- create an action plan for the following year.

Curriculum Organizer: Analysis

It is expected that students will:
- recognize their own success and areas for improvement
- create a detailed self-evaluation

Curriculum Organizer: Technology

It is expected that students will:
- create new content (possibly multimedia) that includes missed topics and issues
- catalogue and document files for archival storage

Instructional Components:
- Direct instruction
- Indirect instruction
- Interactive instruction
- Independent instruction
- Peer editing
- Mentoring by senior level students
- Modelling
- Brainstorming
- Practical application
- Group work
- Layout demonstration and critique by Publishing company Representative
- Analysis of comparative productions from other schools and years
- Analysis and critique of own and classmates writing and layout

Assessment Component:
- 80% of the grade is based on the production of writing, photography, layout as well as the meeting of deadlines.
- 20% of the grade is based on theoretical components covered in Modules 1 and 2.

Assessment Categories		Details
Yearbook Production	Photo Journalism	Writing and Photography
	Design	Paper and Computer layout
	Production	Quality/quantity of production
	Meeting of Deadlines	On-time submission of work.
Theoretical Components		Worksheets, Quizzes, Technology use

Production/Activities	Assessment Strategies
- Theme Ideas/Development	- Teacher Log
- Written Interviews	- Student / Instructor Conferences
- Topic Proposals	- Checklists
- Student Surveys	- Task and Production Log
- Information Gathering	- Self Evaluation
- Page Layout	- Brainstorming
- Photography	- Group Discussion
- Design and Ideas File ("Look Book")	- Peer Evaluation

Learning Resources:
- Manuals and Guides issued by publisher for specific software applications
- Visits from and training sessions held by representative of publishing company
- Resource library of comparative publications
- "Ideas File" of various publications
- "Legacy Report" created as a guide by previous Yearbook Production classes
- Internet sites dedicated to showcasing Yearbooks and awarding prizes to outstanding product

Additional Information:
This course is unique in that students work collectively to produce a product that must be finished at a given time. As there will be students with varying degrees of experience mentoring is a major aspect of this course. The entire school population counts on the final product and deadlines are set by an outside company, so Yearbook Production is also a rare experience, as students have to deal with absolute deadlines throughout the year.