

BAA Yearbook Design 12

District Name: Yukon School District

District Number:98

Developed by: Tyler Bradford (Modified from an existing BAA course developed by Delta School District #37.)

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 Design 12

Grade Level of Course: 12

Number of Course Credits: 4

Number of Hours of Instruction: 120

Prerequisite(s): Students should have completed Yearbook Production 11.

Special Training, Facilities or Equipment Required: Equipment:
Computer Lab, Publishing
Software (eg. Adobe PhotoShop 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 Design, Photography and Computer
Layout.

Course Synopsis:

Students take on leadership roles as Editors or Section Heads. They ensure principles of fair and equitable reporting, copyright and privacy law, and that all required computer skills are passed on to junior members. Students review what constitutes good design and develop both theme and content guides for the production of annual pages, as well as multimedia content issued as an addition to the Yearbook. The students design and develop the Ladder, Cover Design, Folios, Font choices and all other elements of the Yearbook. Budget planning and modification of the Yearbook specifications to meet budget plans are done in cooperation with the teacher/advisor. This course is a continuation of Yearbook Production 11, 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 Production 11, student editors can mentor junior students and have a large degree of autonomy in the design process of the book. Not only techniques and skills, but also the type of approach towards gathering information that is complementary with the culture of their school is part of this mentoring process.

Module Descriptions:

Module 1: Standards and Practices Time 10 Hours

Students will review the process, planning, and work ethic necessary for a successful Yearbook Production. As Editors/Team leaders, they will take junior students through a number of assignments, worksheets, scenarios, and role-plays. They will share their previous experience, and foster a sense of responsibility in the student reporters.

There BAA Yearbook Design 12 will also be a number of activities to build co-operation and team spirit, culminating in the formulation of a shared vision statement and commitment to a common set of standards.

Curriculum Organizer: Communication

It is expected that students will:

- discuss the ethics of accurate reporting
- develop a plan that incorporates all groups of the student population in the publication
- explain to junior students copyright laws as they apply to yearbook publication

Curriculum Organizer: Production

It is expected that students will:

- create a Ladder and page assignments in order to bring the book to print
- distribute workloads and maintain a tracking system for work in progress
- ensure materials, pages and quotes are correctly attributed

Curriculum Organizer: Analysis

It is expected that students will:

- show junior students excellence in design in a variety of publications
- edit and modify team members work and help ensure a common standard is developed
- recognize their own motivation and goals for participation

Module 2: Mentoring and Planning Time 30 Hours

Student Editors will create the overall concept of the Yearbook, including cover and theme and will present their ideas to junior team members during training sessions, where they will also help edit training materials. Editors will have final say over which ideas will be further developed for production. Students will lead activities to decide the content of the Annual. They will distribute workloads among teams and students take leadership roles in the overall production of the publication.

Curriculum Organizer: Communication

It is expected that students will:

- discuss and apply design and content standards to their production and layout design
- create and modify Ladders to ensure equitable coverage of various student groups
- ensure all events are covered so the entire school population is represented

Curriculum Organizer: Production

It is expected that students will:

- edit and proof pages to pre-press standard, ensuring error-free submissions to the publisher
- create a schedule and timeline for the submission of pages as per publisher deadlines

Curriculum Organizer: Analysis

It is expected that students will:

- identify potential publishing problems and attend to those prior to production

Curriculum Organizer: Technology

It is expected that students will

- master the required software applications and instruct junior members in their use
- create master layouts, using the prescribed software applications, to be used by all teams
- show class members the proper use and application of various cameras

Module 3: Information Gathering and Reporting Time 30 Hours

Students will supervise the gathering of information, photos, artwork and surveys needed to create the content of the Yearbook. Students will peer-edit and proof content to determine what information might have been missed. Editors will ensure all events and issues are reported as planned, and track events and production in the master Log.

Curriculum Organizer: Communication

It is expected that students will:

- ensure accurate reporting/collection of information
- ensure incorporation of all groups of the student population in the publication

Curriculum Organizer: Production

It is expected that students will:

- edit copy and ensure captions are appropriate to the content
- ensure names of people pictured in photographs are recorded accurately

Curriculum Organizer: Analysis

It is expected that students will:

- edit content for relevance and interest and ensure common style is maintained
- identify areas for improvement and put in action plans for improvement
- correct publisher proofs in a timely fashion

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 Editing Time 40 Hours

Students will create a master style sheet for the Yearbook and set standards for the creation of 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:

- meet regularly with the teacher and with other Editorial Staff to share updates on work produced or in progress
- model a focussed work ethic to their peers and junior students

Curriculum Organizer: Production

It is expected that students will:

- create the overall look and feel of the publication to be followed by all students
- edit and proof pages for effective presentation
- ensure records of images used and people represented are maintained

Curriculum Organizer: Analysis

It is expected that students will:

- evaluate and edit their design work (and that of junior members of their team) by using set standards
- proof and finalize produced work of all teams

Curriculum Organizer: Technology

It is expected that students will:

- show advanced computer skills to junior members
- use photo editing software to enhance, crop and correct images included in layouts
- ensure the application of design standards to create photo-ready layouts.

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 annual classes. There is also room to determine if all design goals were met and if there is improvement over the previous year's publication. The response of the student body acts as a true test of the quality of the production.

Curriculum Organizer: Communication

It is expected that students will:

- critically evaluate if all content adheres to the plan and standards set at the start of the year

Curriculum Organizer: Production

It is expected that students will:

- write a 'Legacy Report' detailing challenges, success and areas of concern for future editors
- update 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
- analyse their team structure, in regard to team organization, management and workload distribution.

Curriculum Organizer: Technology

It is expected that students will:

- create new content (multimedia) that includes missed topics and issues
- catalogue and document files for archival storage

Instructional Components:

- Direct instruction
- Indirect instruction
- Interactive instruction
- Independent instruction
- Mentoring by teacher/advisor
- Modelling
- Brainstorming
- Practical application
- Group work and Leadership
- 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 the 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
- "Look Book" 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 take on a major teaching and leadership role to collectively 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.