North Okanagan Shuswap	School District 83
Developed By: Chris Harrington	Date Developed: April 29th, 2019
School Name: Salmon Arm Secondary School – Sullivan Campus	Principal's Name: Mr. Rob MacAulay
Superintendent Approval Date:	Superintendent Signature:
Board/Authority Approval Date:	Board/Authority Chair Signature:
Course: Yearbook 11/12	Grade Level of Course: 11/12
Number of Course Credits: 4	Number of Hours of Instruction: 120

Board/Authority Prerequisite(s): None

Special Training, Facilities, or Equipment Required:
A fully equipped computer lab is required, DSLR cameras, photo editing software, graphic design software, publishing software, training in software use and photography techniques and equipment. Training in the chosen digital publication platform.

Course Synopsis:
Yearbook 11/12 students will be gaining leadership skills and decision making skills while positively contributing to the school's culture. The students will complete a variety of tasks which will produce a pictorial history of the activities for the current school year. Students will develop an appreciation and responsibilities in the complexity of publishing which includes: research, interviewing, copywriting, editing, type selection, photography, photo editing (manipulation) design (layout) computer skills, advertising and distribution.

Students will cooperatively develop a theme, design a cover, create a themed master design for each section, create a page ladder and format an image library, select fonts and type sets, determine section and photo ideas, organize sales and distribution methods, establish and meet

publication deadlines. Students will use Adobe Photoshop, Illustrator, and InDesign, as well as publisher specific software (Jostens or other) as well as excel and DSLR cameras with an emphasis on lighting, location and lenses.

Goals and Rationale:

Goals:
- Develop an understanding of the publishing process from concept- idea – planning – content collection, production – editing –print.
- Develop skills specific to publishing a large document; attending a variety of school events; communication with editors; collecting and organizing content; editing; publishing product using industry standard software.
- Developing the understanding and skills to document and design personal and culturally expressive pages which reflect and enhance school culture and events of the school.
- Develop competencies such as creative thinking and design, communicating
- intentions and plans, problem solving and overcoming challenges.

Rationale:
The yearbook is a record of the people and events that make a school what it is. The yearbook is one thing that students are likely to keep from their school days for the rest of their lives to share with their families and friends. The student experience will be unique in that the students are directly accountable to their fellow yearbook students as well as the general population of the school. Essentially they become part of a team which is reliant on every member to meet their responsibilities and deadlines. These experiences and skills will benefit students as they pursue careers in business, publishing, graphic design, and higher education.

Students will also develop an appreciation and understanding of the interdisciplinary nature of print publishing which includes: budgeting, research, interviewing, copywriting, public relations, typography, photography, document organization, design, layout, computer skill, advertising, pricing, distribution and evaluation of the finished product.

Aboriginal Worldviews and Perspectives:

Declaration of First Peoples Principles of Learning:
Learning ultimately supports the well-being of the self, the family, the community, the land, the spirits, and the ancestors –Yearbook 11/12 students become much more confident, involved, and aware members of our community.

Learning is holistic, reflective, reflexive, experiential, and relational (focused on connectedness, reciprocal relationships, and a sense of place). Yearbook 11/12 will focus on collaborative and cooperative learning activities.

Learning involves recognizing the consequences of one's actions. Providing choice of what is included in the yearbook and allowing the students to have control over their tasks, allowing them to make mistakes and supporting them to find solutions

Learning involves generational roles and responsibilities – Yearbook 11 students will see the Grade 12 Yearbook students as mentors as well as their own teacher during mandated classroom time.

Declaration of Aboriginal Worldviews and Perspectives:
- Create a classroom based on the concepts of community, shared learning, and trust of which are vital to collaborating on a sophisticated publication of a school yearbook.
- Students will incorporate a variety of Aboriginal perspectives throughout the publication by documenting Aboriginal events that are expressed by the school community. Particular attention will be paid to cultural appropriation and the ethical decisions that need to be considered when using Aboriginal symbols, products, and techniques. This issue can be addressed through consultation with Aboriginal school support team.

Organizational Structure

Topic	Concepts	Class Time Allotment
Sales Advertising	Cost of Publishing Earning Revenue Setting Budgets	5 hours
Concept, Theme and Content	Purpose of yearbook Concept and Theme Content	5 hours
Organizational Structure	Teamwork Roles Time Management	10 hours
Layout and Design	Elements of design Principles of design Building the Layout	35 hours
Photography	Cameras Organization and pictures Composition Organizing Images	30 hours
Computer Skills	Image Manipulation Typography Page Layout Software	25 hours
Copywriting	Gathering Information Copywriting Legal and Ethical Information	5 hours

Distribution	Record Keeping Accounting Physical Distribution	5 hours

Assessment and Evaluation:

Formative Assessment:
- Tutorials and practice
- Journals used to document experiential learning
- Peer and self assessment
- Self reporting

Summative Assessment:
- Student teacher conferencing and feedback
- Student demonstrations of ability and showing evidence of knowledge and understanding

Yearbook 11

BIG IDEAS

A yearbook is a unique document that combines professional photography and editorial in a published document	A yearbook is a unique document that combines professional photography and editorial in a published document	The tools required in print production can be adapted for specific purposes	Refining photographic expressions and page design require problem solving, resilience, and risk taking	Purposeful and impactful publications have the ability to impact the entire student body as they demonstrate a pictorial history of the activities for the school

Learning Standards

Curricular Competencies	Content
Students are expected to do the following:	*Students are expected to know the following:*
Exploring and Designing • Create **spreads** with photographic images and editorial content collaboratively and as an individual using imagination, observation, and inquiry • Demonstrate, select and combine materials, processes, and **image-making technologies** to produce a publication • Develop skills and techniques in a wide range of styles and perspectives • Experiment with a range of materials, processes, and those a **defined role** in the design production and development of a publication • Connect with potential end users combining publishing materials and processes **Idea Creation** • Take **creative risks** to reflect different perspectives and processes • Generate ideas to create a range of possibilities for individual projects • Communicate and consider how social, ethical, and sustainability issues play a role in our decisions • Gather feedback from users over time to critically evaluate their design and make changes to page design **Production** • Identify appropriate tools, technologies, materials, processes, and time needed for production of the yearbook • Use **publishing management processes** when working on spreads • Work with strict deadlines in order to meet the publisher demands that ensures the book is delivered on time.	• the concept of a yearbook, the purpose that it is intended to serve, and the expectations of the audience/buyer. • the concept of theme development, analyzing how theme has been used within a publication • the importance of managing their time and resources given the deadline sensitive nature of the course. • the importance of interpersonal relationships and development of communication skills within the course, due to the collaborative decision-making approach to design and production of the yearbook. • the numerous **ethical and legal considerations** when collecting images and preparing stories for publication. • the skills of good photography, including collecting a variety of images, and documenting a wide variety of people and experiences throughout the year. • work of successful photographers, and will learn to make distinctions between "snapshots" and photographs.

Collaborating

- Work as part of a team to design a **theme** that will be carried out throughout the publication
- **Share** student progress improve design and process
- Self-report on their projects, and their own struggles and successes, with consideration for project management processes
- Identify issues and problems relative to image quality, page design, technological and how they could improve their finished product

Applied Skills

- Demonstrate an awareness of safety issues for themselves and others in digital environments
- Identify and evaluate their skills and skill levels, in relation to page design and composition
- Explore existing **publisher technologies** within the learning environment and how these can be incorporated into their page design and theme
- Demonstrate the use of image editing and composition technologies
- Reflect on how **sources of inspiration**, cultural beliefs, values, and ethical positions affect the final product

- different methods of capturing images using **DSLR** cameras, and digital enhance computer images.
- the relationship between image quality, image resolution, and the technological requirements of the publisher.

Yearbook 12

BIG IDEAS

A yearbook is a unique document that combines professional photography and editorial in a published document	A yearbook is a unique document that combines professional photography and editorial in a published document	The tools required in print production can be adapted for specific purposes	Refining photographic expressions and page design require problem solving, resilience, and risk taking	Purposeful and impactful publications have the ability to impact the entire student body as they demonstrate a pictorial history of the activities for the school

Learning Standards

Curricular Competencies	Content
Students are expected to do the following:	*Students are expected to know the following:*
Exploring and Designing • Create **spreads** with photographic images and editorial content collaboratively and as an individual using imagination, observation, and inquiry • Demonstrate, select and combine materials, processes, and **image-making technologies** to produce a publication • Develop skills and techniques in a wide range of styles and perspectives • Experiment with a range of materials, processes, and those a **defined role** in the design production and development of a publication • Connect with potential end users combining publishing materials and processes **Idea Creation** • Take **creative risks** to reflect different perspectives and processes • Generate ideas to create a range of possibilities for individual projects • Communicate and consider how social, ethical, and sustainability issues play a role in our decisions • Gather feedback from users over time to critically evaluate their design and make changes to page design	• the concept of a yearbook, the purpose that it is intended to serve, and the expectations of the audience/buyer. • the concept of theme development, analyzing how theme has been used within a publication • the importance of managing their time and resources given the deadline sensitive nature of the course. • the importance of interpersonal relationships and development of communication skills within the course, due to the collaborative decision-making approach to design and production of the yearbook. • the numerous **ethical and legal considerations** when collecting images and preparing stories for publication. • the skills of good photography, including collecting a variety of images, and documenting a wide variety of people and experiences throughout the year. • work of successful photographers, and will learn to make distinctions between "snapshots" and photographs. • different methods of capturing images using **DSLR** cameras, and digital enhance computer images. • the relationship between image quality, image resolution, and the technological requirements of the publisher.

Production

- Identify appropriate tools, technologies, materials, processes, and time needed for production of the yearbook
- Use **publishing management processes** when working on spreads
- Work with a team of editors to ensure deadlines are met
- Work with strict deadlines in order to meet the publisher demands that ensures the book is delivered on time.

Collaborating

- Work as part of a team to design a **theme** that will be carried out throughout the publication
- **Share** student progress improve design and process
- Self-report on their projects, and their own struggles and successes, with consideration for project management processes
- Identify issues and problems relative to image quality, page design, technological and how they could improve their finished product

Applied Skills

- Demonstrate an awareness of safety issues for themselves and others in digital environments
- Identify and evaluate their skills and skill levels, in relation to page design and composition
- Explore existing **publisher technologies** within the learning environment and how these can be incorporated into their page design and theme
- Demonstrate the use of image editing and composition technologies
- Reflect on how **sources of inspiration**, cultural beliefs, values, and ethical positions affect the final product

- The importance of documenting people and events with words. Although photographs are a significant part of the yearbook, so too is accurate research and interesting writing.
- how to conduct interviews with other students, and with coaches and teachers for the purpose of collecting meaningful information for the yearbook.
- a variety of approaches to page layout and design, by analyzing a number of different types of publications, both historical and current.
- the elements and principles of design as they relate to page layout and design, and cover design.
- ways in which they might artistically incorporate the theme of the yearbook into the design and layout of their pages.
- image manipulation software (Adobe Suite: *Photoshop, Illustrator & InDesign*), so that photographic images may be colour corrected, or adjustments made to tonality before the image is placed into the layout.
- an organizational system for digital files, utilizing the school network.
- how to formally submit pages to the printing company, including the production of page proofs and completion of necessary paperwork.
- knowledge and skills, and complete numerous double page spreads for publication including: the collection of information and images, the design of the page or spread, through final submission.
- How to work independently on numerous pages, and as part of a group for other pages.
- Review and correct page proofs as they are returned from the plant.
- Constantly be engaged in the process of evaluating and re-evaluating what they need to do in order to meet their commitments to generate certain pages for the yearbook, with numerous publication deadlines in mind. This may be both an independent process and a group process.
- Be engaged in the process of providing feedback and assistance to one another as needed in order to meet publication deadlines.
- Be involved in sorting and organizing the books upon arrival at the school.
- The importance of deadlines and consequences of failing to meet deadlines
- How to delegate tasks and how to monitor departments.
- How to Demonstrate Management techniques in a respectful manner
- How to facilitate Team Building techniques within respective departments
- Be engaged in leadership roles within the structure the year

Learning Standards

Big Ideas - Elaborations

Curricular Competencies – Elaborations

Spreads – Layout is a design plan of a page or spread in a yearbook, it accounts for the position and size of all elements on a page
Image Technology – Using digital cameras and photo editing software to produce a publish quality document
Boundaries – Limiting factors such as available technology, expense, issues of appropriation, and environmental impact
Source of inspiration: - experiences, traditional beliefs, interests
Publisher technologies – may include Adobe Suite software, Photoshop, illustrator, InDesign and Jostens
Share – Students giving critical feedback and support constantly

Content – Elaborations

Theme – A consistent message that is identified throughout the publication
DSLR – Digital Single Lens Reflex camera
Ethical and Legal Considerations – The same ethical principles apply to yearbook journalism as to any other media