

# DAY 1 LESSON PLAN: PURPOSE, YEARBOOK ROLES, BENEFITS

## WEEK 1: TEAMWORK AND PUBLICATION FUNDAMENTALS

DATE: \_\_\_\_\_ TEACHER: \_\_\_\_\_ SECTION: \_\_\_\_\_

### OBJECTIVES:

TSWBAT build connections with their team members  
IOT create a sense of community among the staff.

TSWBAT learn the roles and benefits of a yearbook staff  
IOT understand responsibilities of the team.

### COMMON CORE: ELA-LITERACY

SL.9-12.1

SL.9-12.1.B

### ISTE STANDARDS:

1A

## STEPS: OPEN PRESENTATION 1

- 1 DO NOW:** 5 minutes  
Students write down their 'why'. Ask them to list three reasons they wanted to work on the yearbook and inform them they will be sharing their 'why' with the class.
- 2 DISCUSSION:** 5 minutes  
Begin by telling the students the importance of understanding purpose before beginning a project. Start by sharing your personal 'why' with the class, then ask for volunteers to start the conversation. Next, discuss the purpose and importance yearbooks have to your students.
- 3 ICE BREAKER:** 5-10 minutes  
Connections: Start by saying a statement about yourself. One student will stand next to you when they have something in common. That person will introduce themselves, share a different statement, and so on. Form a circle as you're playing. If no connection can be made, encourage them to say something more general like, "I'm a senior" or "I'm a human."
- 4 LECTURE:** 10 -15 minutes  
Continue the presentation and share the overview of staff roles with the students. Ask them to think about their top two choices, considering their strengths and a skill they would like to improve.
- 5 CLOSURE:** 15 minutes  
Briefly introduce the Staff Yearbook Project. (Files found in 'Getting Started' on ALL ACCESS USB)  
Distribute Project Overview Handout and Staff Info Sheets, students will complete for homework.

### MATERIALS:

Copies of Staff  
Project Overview Handout  
Staff Info Sheet  
Presentation 1

### VOCABULARY:

Advisor	Designer
Editors	Art Director
Photographer	Business Manager
Writer	Chain of Command

# DAY 2 LESSON PLAN: UNPACKING YEARBOOK/BEST PRACTICES

## WEEK 1: TEAMWORK AND PUBLICATION FUNDAMENTALS

DATE: \_\_\_\_\_ TEACHER: \_\_\_\_\_ SECTION: \_\_\_\_\_

### OBJECTIVES:

TSWBAT understand functions of a yearbook IOT  
have a clear vision of what they will be producing.  
TSWBAT identify tasks necessary to create a quality  
spread IOT understand production work flow.  
TSWBAT adhere to the Code of Ethics IOT work  
effectively as a team of respected student journalists.

### COMMON CORE: ELA-LITERACY

W.9-10.8

W.11-12.8

### ISTE STANDARDS:

2C

## STEPS: OPEN PRESENTATION 2

- 1 DO NOW:** 3-5 minutes  
Students write down three (not obvious) functions of the yearbook.
- 2 LECTURE/DISCUSSION:** 5 minutes  
Discuss overview of yearbook functions in presentation 2, ask students to share additional ideas.
- 3 ACTIVITY 1:** Anatomy of a Spread - 5 minutes  
Display the sample spread in the presentation. Give an overview of each component and ask students to list all necessary tasks from start to finish in order to complete a successful spread. Ask them to think about the importance of each person's role and work ethic.
- 4 LECTURE:** 10-15 minutes  
Continue emphasizing the importance of teamwork, then share the overview of best practices.
- 5 ACTIVITY 2:** Scenarios - 15-20 minutes  
Have students work in partners or small groups and assign them a scenario from the list. Have the students brainstorm a solution and role play their scenario in less than 3 minutes to the class.
- 6 CLOSURE:** 5 minutes  
Distribute the Commitment Form. Ask students to return the completed form signed by parent/guardian.

### MATERIALS:

Copies of Commitment Form  
Presentation 2

### VOCABULARY:

Historical Document	Spread	Ethics
Reference Book	Headlines	Decorum
Record Book	Captions	Plagiarism
Public Relations	Feature Story	Confidentiality
Target Audience	Dominant Photo	Accountability

# DAY 3 LESSON PLAN: PLANNING COVERAGE: THE LADDER

## WEEK 1: TEAMWORK AND PUBLICATION FUNDAMENTALS

DATE: \_\_\_\_\_ TEACHER: \_\_\_\_\_ SECTION: \_\_\_\_\_

### OBJECTIVES:

TSWBAT identify sections of a yearbook IOT  
understand the how a yearbook is organized.  
TSWBAT calculate the total number of people pages.  
TSWBAT analyze the ladder IOT assess what topics  
and organizations need coverage in the yearbook.

### COMMON CORE: ELA-LITERACY

W.9-10.7  
W.11-12.7

### ISTE STANDARDS:

5C

## STEPS: OPEN PRESENTATION 3

- 1 DO NOW:** 3-5 minutes  
Students write down answers to these questions: How can you stay organized in yearbook?  
What are some ways you can organize the yearbook? Discuss their responses.
- 2 LECTURE/DISCUSSION:** 10-15 minutes  
Discuss overview of Traditional Sections in Presentation 3. Ask students to share additional ideas, other ways a book could be organized, and what will work best for their yearbook.  
Then, introduce the terms 'coverage' and 'ladder.'
- 3 ACTIVITY: LADDER PLANNING** 30 minutes  
**PEOPLE PAGES:** Post the number of students in each grade and the number of faculty, staff, and administrators. Post the number of pictures per page for each section or give students different numbers to experiment with. Distribute the People Pages Worksheet. Model the calculations for one group. Check for accuracy and update the ladder. (This can be done with the whole class or a select few while others are brainstorming student life ideas)  
**BRAINSTORMING STUDENT LIFE:** Post last year's student life pages from the ladder. Determine which spreads will be kept and which will be replaced. Ask students to list 5 new student life ideas. Have a student record top ideas on the board and vote on favorites. (Complete with homework if time runs out)
- 4 CLOSURE:** 5 minutes  
Give students access to the updated ladder, ask them to make notes of any new clubs, courses, or events in the school. This will be completed for homework.

### MATERIALS:

Presentation 3  
# of students in each grade  
# of faculty/staff/admins  
# of pages in your book  
Copies of People Pages  
Worksheet

### VOCABULARY:

Coverage	People Pages
Ladder	Student Life Section
	Academics Section
	Organizations Section
	Sports Section

# DAY 4 LESSON PLAN: VOCABULARY, CRITIQUE, AND GOALS

## WEEK 1: TEAMWORK AND PUBLICATION FUNDAMENTALS

DATE: \_\_\_\_\_ TEACHER: \_\_\_\_\_ SECTION: \_\_\_\_\_

### OBJECTIVES:

TSWBAT understand yearbook vocabulary terms.

TSWBAT assess a prior yearbook using CSPA critique guidelines IOT set goals for improving the yearbook.

### COMMON CORE: ELA-LITERACY

L.9-12.3

RST.9-10.4

RST.11-12.4

### ISTE STANDARDS: 4A

## STEPS: OPEN PRESENTATION 4

- 1 DO NOW:** 3-5 minutes  
REVIEW: Define LADDER and COVERAGE - List the Sections of a Yearbook  
Optional: finish brainstorming Student Life section
- 2 LECTURE:** 15 minutes  
Begin Presentation 4 and go over vocabulary terms. Ask students to take notes. Consider posting the presentation for students to refer to as there are many terms to remember.
- 3 ACTIVITY:** Critique - 30 minutes  
Distribute prior yearbooks or post a PDF of last year's book for students to assess. Pass out the Critique Guidelines Worksheet. Students will score each of the criteria to the best of their ability. Remind them to use their notes to help in understanding vocabulary terms. Students can work independently or in pairs. Alternatively, you could assign different sections of the book to be critiqued to save time.
- 4 CLOSURE:** 5 minutes  
Students will list three goals to improve the yearbook and three personal goals on the critique worksheet. Assign for homework if incomplete.

### MATERIALS:

Presentation 4

Extra copies of a previous yearbook or a PDF accessible to students

Copies of Critique Guidelines

### VOCABULARY:

Theme	Gutter/Bleed	Emphasis
End Sheets	Copy/Body Copy	Visual Monotony
Spine	Credits/Byline	Margins
Cohesive	Index	White Space
Title Page	Colophon	Crop
Volume	Transitions	Page Trim
Opening/Closing	Lead	Overprint
Divider	Clichés	Reverse Print
Folio	Modular/Grid	Eyeline

# DAY 5 LESSON PLAN: THEME DEVELOPMENT

## WEEK 1: TEAMWORK AND PUBLICATION FUNDAMENTALS

DATE: \_\_\_\_\_ TEACHER: \_\_\_\_\_ SECTION: \_\_\_\_\_

### OBJECTIVES:

TSWBAT understand the importance of creating a relevant, realistic, recognizable, repeatable and refreshing yearbook theme.

TSWBAT collaborate with peers to develop their own theme ideas verbally and visually IOT apply their ideas to each section of the yearbook.

### COMMON CORE: ELA-LITERACY

RST.9-10.5

RST.11-12.5

W.9-10.1.D

W.11-12.1.D

### ISTE STANDARDS: 6D

## STEPS: OPEN PRESENTATION 5

- 1 DO NOW:** 5 minutes  
Students pick up a copy of the Theme Development Worksheet and complete Part 1, brainstorming.
- 2 LECTURE:** 10-15 minutes  
Begin Presentation 5 discussing the importance of theme. Discuss the 5 R's and how they should be considered when choosing the theme. Show examples in the presentation of how a theme is carried through the book visually and verbally. Ask students to add their own ideas to build on that theme. Add your own examples as well. Guide your students through the planning process in the worksheet.
- 3 ACTIVITY:** Theme Development - 30 minutes  
Use your preferred student grouping strategy to create teams of 4. Have students continue the Theme Development Worksheet as a group. Ensure that both you and each team are confident in their choice of theme as they will be developing it further and presenting it to the class for a vote.
- 4 CLOSURE:** 5 minutes  
Finish Theme Development Worksheet and have groups delegate remaining tasks to be completed outside of class if needed.

### MATERIALS:

Presentation 5

Copies of Theme

Development Worksheet

### VOCABULARY:

Theme

Cohesive

Unify

Embodies

Concept

Verbal

Visual

Recognizable

Refreshing

Relevant

Repeatable

Realistic