

DAY 6 LESSON PLAN: FINDING INSPIRATION+DESIGN FILES

WEEK 2: THEME: YOUR LOOK AND FEEL

DATE: _____ TEACHER: _____ SECTION: _____

OBJECTIVES:

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

TSWBAT create a design file including layouts, color schemes, font pairings, and graphics IOT develop their theme visually and prepare to create a style guide.

COMMON CORE: ELA-LITERACY

W.9-10.8

W.11-12.8

SL.9-10.5

SL.11-12.5

ISTE STANDARDS: 3C, 4B, 6B

STEPS: OPEN PRESENTATION 6

1 DO NOW: 3 minutes

Students write the answer to this prompt: What is the difference between a verbal theme and a visual theme? Give an example of each.

2 LECTURE: 10-15 minutes

Ask for student responses to review visual and verbal elements of theme. Inform students they will be further developing their visual theme. Begin the presentation sharing design files information, then demonstrate how you would like students to set up their design files according to your own specifications.

3 ACTIVITY: Design Files - 30 minutes

Using their Theme Development Worksheet, students will work individually to find layouts, color schemes, font pairings, and graphics to further develop their theme visually. Students can save these files according to your directions (IE: folders on their computer, Google Drive, or create a Pinterest Board)

4 CLOSURE: 5 minutes

Ask students to share any great findings or resources. Finish Design Files at home if necessary.

MATERIALS:

Presentation 6

Completed Theme
Development Worksheets

VOCABULARY:

Design File

Inspiration

Color Scheme

Font Pairing

Layout

Style Guide

Mood

Tone

Hex Code

DAY 7 LESSON PLAN: THEME PRESENTATION WORKDAY

WEEK 2: THEME: YOUR LOOK AND FEEL

DATE: _____ TEACHER: _____ SECTION: _____

OBJECTIVES:

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

TSWBAT collaborate with peers to create a theme proposal to be shared with the staff for voting.

COMMON CORE: ELA-LITERACY

SL.9-10.4

SL.11-12.4

SL.9-10.5

SL.11-12.5

ISTE STANDARDS: 6A, 6B

STEPS: OPEN PRESENTATION 7

- 1 DO NOW:** 5-10 minutes
Students will get back into their theme groups and review everyone's design files.
- 2 LECTURE:** 5 minutes
Introduce the Theme Proposal Project in the presentation. Distribute the rubric and review it with students. Ask questions about requirements to check for understanding.
- 3 ACTIVITY:** Proposal Work-time - 30 minutes
Students will work together in their theme group to create a proposal using Google Slides or Canva that they will present to the staff for voting tomorrow. Proposals should be created using the fonts and colors they are proposing. Carefully review the rubric and check to ensure students are following the guidelines. The verbal and visual themes should be very clear and reflect the 5 R's.
NOTE: You may want to allow two class periods for your students to complete the presentations.
- 4 CLOSURE:** 5 minutes
Students should assign each other speaking roles and tasks to complete at home if necessary.

MATERIALS:

Presentation 7
Completed Theme
Development Worksheets
Completed Design Files
Theme Proposal Worksheets
Google Slides or Canva

VOCABULARY:

Proposal

DAY 8 LESSON PLAN: THEME PRESENTATIONS+VOTING

WEEK 2: THEME: YOUR LOOK AND FEEL

DATE: _____ TEACHER: _____ SECTION: _____

OBJECTIVES:

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

TSWBAT collaborate with peers to present their Theme Proposals IOT give the staff a voice in theme selection.

COMMON CORE: ELA-LITERACY

SL.9-10.1.D

SL.11-12.1.D

SL.9-10.3

SL.11-12.3

ISTE STANDARDS: 6C, 6D

STEPS:

- 1 DO NOW:** 3 minutes
Groups will submit their presentation according to teacher specifications so they can be quickly accessed on the display computer. Teacher will assign an order for group presentations.
- 2 LECTURE:** 3 minutes
Inform each group their presenting order. Distribute Theme Vote Scorecards (each person will need one for every group). Review the 5 R's with the class through questioning. Go over directions for voting.
- 3 ACTIVITY:** Group Theme Proposals - 40 minutes
Groups will present their themes in the order selected. 7-10 minutes per group. Allow 1 minute for questions. Students will score each theme and take notes to remember top theme ideas. This may take more than one class period depending on your class size.
- 4 CLOSURE:** 5 minutes
Students will compare scorecards and submit the highest scoring theme as their vote. Collect the other votes in a separate file for review.

MATERIALS:

Completed Student Created Proposals

Copies of Theme Vote Scorecard (enough for each person to have one for each group)

IMPORTANT NOTES:

When theme has been finalized, work with Art Directors and Editors to create a style guide to use for consistency. A worksheet is provided to help. InDesign users should also create a Style Guide Template so students can modify the document easily. A sample template is included on your ALL ACCESS USB in the 'Student Handouts' folder. **STYLE GUIDE MATERIALS MUST BE COMPLETE BEFORE WEEK 5.**

DAY 9 LESSON PLAN: MARKETING AND SALES

WEEK 2: THEME: YOUR LOOK AND FEEL

DATE: _____ TEACHER: _____ SECTION: _____

OBJECTIVES:

TSWBAT utilize marketing tactics by creating an advertisement to promote yearbook sales.

TSWBAT develop a direct sales plan IOT track at least 10 yearbook sales to students, parents, or staff.

COMMON CORE: ELA-LITERACY

RI.9-10.6

RI.11-12.6

I

ISTE STANDARDS: 4A, 4D

STEPS: OPEN PRESENTATION 9

- 1 DO NOW:** 3-5 minutes
Students write the answer to this prompt: What makes you want to buy something? Discuss.
- 2 LECTURE:** 15-20 minutes
Announce the theme or inform students editors will be reviewing theme votes and will announce after it is finalized. Begin Presentation 9. Explain the various marketing tactics and strategies. Introduce the advertisement assignment and explain each option students will have. Ask students for ideas to adapt examples shown in the presentation to fit their school. Explain direct sales techniques. Provide students pricing and deadlines for ordering yearbooks. Explain order forms and online sales.
- 3 ACTIVITY:** Marketing Plan - 20-25 minutes
Distribute the Marketing Plan and model the brainstorming process. Using the handout, students will select their choice of advertisement and work individually to brainstorm concepts they will use to help promote yearbook sales.
- 4 CLOSURE:** 5 minutes
Students complete the Marketing Plan by listing 10 people they will target directly for sales.

MATERIALS:

Presentation 9

Copies of Marketing Plan (3 sets) + Blank Paper

Pricing and deadlines for ordering, order forms, and active online sales

VOCABULARY:

Marketing Tactics

Rule of 7

Catch Phrase

Slogan

Direct Sales

Advertisement

DAY 10 LESSON PLAN: MARKETING AND SALES WORKDAY

WEEK 2: THEME: YOUR LOOK AND FEEL

DATE: _____ TEACHER: _____ SECTION: _____

OBJECTIVES:

TSWBAT work individually to utilize a marketing tactic of their choice and create an effective advertisement to promote yearbook sales.

TSWBAT develop a direct sales plan IOT track at least 10 book sales to students, parents, or staff.

COMMON CORE: ELA-LITERACY

SL.9-10.5

SL.11-12.5

L.9-10.3

L.11-12.3

ISTE STANDARDS: 4A, 4D

STEPS:

- 1 DO NOW:** 5 minutes
Students exchange advertisement ideas with a neighbor and offer critical feedback to each other.
- 2 LECTURE:** 5-10 minutes
Review Marketing Plan Guidelines. Business Manager conducts a training of taking orders and collecting money according to your personal guidelines. Prepare with your Business Manager prior to this lesson. Introduce the upcoming project: Staff Yearbook. (Project Overview, on ALL ACCESS USB)
- 3 INDEPENDENT WORK:** Advertisement Assignment - 30-35 minutes
Students will work individually to utilize a marketing tactic of their choice and create an effective advertisement to promote yearbook sales. Monitor the room and provide feedback to students.
- 4 CLOSURE:** 5 minutes
Display the example spreadsheet on slide 27 of Presentation 9. Have students set up a Google Sheet identical to the example. Provide your sales deadline requirements and have students share their spreadsheet with you and/or the Business Manager to check progress.
Remind students of the deadline for fully completing the advertisement assignment.

MATERIALS:

Google Sheets
Completed Marketing Plans
Pricing and deadlines for ordering, order forms, and active online sales
Project Overview Slides

IMPORTANT NOTES:

Next class period students will start the Staff Yearbook Project. Share an example you made with the class and setup the file organization system, ladder, and partner plan in advance. Review the file "Project Overview" with students in the Getting Started Folder.