

URBANDALE COMMUNITY SCHOOL DISTRICT
CURRICULUM FRAMEWORK OUTLINE

SUBJECT:	Business/Interdisciplinary	
COURSE TITLE:	Yearbook	
GRADE LEVEL:	11, 12	Elective
PREREQUISITES:	Computer Applications I	2 Credit/1 Year

COURSE DESCRIPTION: Yearbook is an exciting, challenging and fun class. Throughout the class students will learn about page layout and design, publishing, journalism, photography, and business/sales skills. Being a member of the staff is an awesome responsibility, but by the end of the year, you have produced a book that is valued by students, faculty and community. Topics include journalism basics, ethics, law, copy writing, captions, headlines, design, Photoshop, photography basics, organization of staff, yearbook terminology and ad preparation and sales.

CONTENT STANDARDS AND BENCHMARKS:

In order that our students may achieve the maximum benefit from their talents and abilities, the students of Urbandale Community School District's Yearbook course should be able to . . .

Vocational Education Content Standard: Demonstrate comprehension, computation, and applied technology skills.

Benchmark: Demonstrate photography skills.

Vocational Education Content Standard Develop communication, employability, and life-management skills.

Benchmarks: Accept the legal, moral and ethical responsibilities inherent in a free press.
Demonstrate financial responsibilities for publishing yearbook.
Demonstrate how to conceptualize and design a yearbook.

English/Language Art Content Standard: Use written and visual language to communicate.

Benchmarks: Demonstrate reporting and writing skills.
Demonstrate time management skills.



URBANDALE COMMUNITY SCHOOL DISTRICT
CURRICULUM FRAMEWORK OUTLINE

SUBJECT:	Interdisciplinary	
COURSE TITLE:	Yearbook	
GRADE LEVEL:	9, 10, 11, 12	Elective
PREREQUISITES:	Computer Applications I	2 Credit/2 Semester

**CONTENT STANDARDS AND COURSE BENCHMARKS WITH INDICATORS
FOR YEARBOOK:**

In order that our students may achieve the maximum benefit from their talents and abilities, the students of Urbandale Community School District's Yearbook course should be able to . . .

Vocational Education Content Standard: Demonstrate comprehension, computation, and applied technology skills.

Benchmark: Demonstrate photography skills.

- Indicators:
- Understand the basic rules of photography.
 - Understand the basic functions of camera equipment.
 - Develop a personal plan for reaching photography goals.
 - Demonstrate responsibility for class equipment.
 - Organize pictures in an effective way.
 - Demonstrate the ability to use computer programs to edit photos.

- Assessment:
- Staff involvement
 - Downloaded pictures are in proper folder on computer
 - Check out and return of equipment
 - Final spread completion with checklist completed

Vocational Education Content Standard: Develop communication, employability, and life-management skills.

Benchmark: Accept the legal, moral and ethical responsibilities inherent in a free press.

- Indicator:
- Define the role of staff members.
 - Understand legal responsibilities of free press
 - Understand moral responsibilities of free press.
 - Understand ethical responsibilities of free press.
 - Apply the ethical principles of journalism.
 - Determine whether writing is ethical sound.



Assessment: Teacher observation
Participation

Benchmark: Demonstrate financial responsibilities for publishing yearbook.

Indicator: Identify, master and practice the skills necessary in financing the yearbook.
Determine and monitor sales goal for ad sales.
Approach businesses during ad campaign.
Complete appropriate forms during sales campaign.

Assessment: Weekly goal process postings and individual sales totals

Benchmark: Demonstrate how to conceptualize and design a yearbook.

Indicator: Identify, master and practice the skills necessary in conceptualizing and designing the yearbook.
Determine the basis of design and layout, including page elements common to a yearbook publication.
Apply the basic principles of design, including dominance, unity, contrast, and balance.
Use graphics as an element in design.
Utilize technology to aid in the design process.

Assessment: Staff participation and final spread completion with checklist completed.

English/Language Art Content Standard: Use written and visual language to communicate.

Benchmark: Demonstrate reporting and writing skills.

Indicator: Summarize the characteristics of an effective interview based story.
Create effective interview questions.
Conduct an effective interview.
Use quotes effectively.
Create various types of captions and headlines.
Determine the kinds of topics covered in body copies.
Create a self-edited final copy spread.

Assessment: Staff participation, final spread completion with checklist completed and proof of interviews.

Benchmark: Demonstrate time management skills.

Indicators: Set short-term goals.



Meet page submission deadlines.
Use time effectively.
Prioritize writing, page development, and sales goals.

Assessment: Final spread completion with checklist completed as scheduled.

No student enrolled in the Urbandale Community School District shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination in the District's programs on the basis of race, color, creed, sex, religion, marital status, ethnic background, national origin, disability, sexual orientation, gender identity, or socio-economic background. The policy of the District shall be to provide educational programs and opportunities for students as needed on the basis of individual interests, values, abilities and potential.

