**SEMESTER 1 & 2 YEARBOOK COURSE – INDEPENDENT STUDY UNIT GUIDE**

As part of this course, you will be completing an ISU that is worth 20% of your total grade in Semester 1 and 30 % in semester 2. All ISU information is to be typed and handed in by the due dates provided.

The purpose is to:

-reveal your ability to apply an understanding of the purpose, design elements, various production aspects and time management procedures of yearbook production in a creative and personal manner.

The assignment is to:

-plan and create a mini-yearbook consisting of a 16-page signature modeled approximately after the follow ladder:

|  |  |
| --- | --- |
|  | Cover |
| End Sheet | End Sheet |
|  | 1-Introductory Page |
| 2 – Candids | 3 – Class Divider |
| 4 – Mug Page | 5 – Extra-Curricular Divider |
| 6 – Events | 7 – Events |
| 8 – Teams | 9 – Teams  |
| 10 – Clubs | 11 – Clubs |
| 12 – Editorial | 13 – Editorial |
| 14 – Candids | 15 – Advertising Page |
| 16 – Best Friends |  |
| End Sheet | End Sheet |
| Back Cover |  |
|  |  |

You will create all pages using a graphics design computer program of your choice (preferably PhotoShop Elements or MS Publisher).

**SEMESTER 1:**

**The Planning:**

1. A theme must be chosen for your yearbook. You will create a clear typed 1.2 – 1 pages description of the theme.
2. A brainstorming sheet must be completed. You will record anything and everything that relates to your theme on this sheet.
3. A detailed ladder with a description of each page.

**The Schedule:**   **The Marks**

 **Semester 1:**

 Theme Brainstorming Jan. 13th 35

 Ladder Jan. 13th 15

 ½ - 1 page Description of Theme Jan. 13th 10

 Marketing Strategy Jan. 13th 20

 Total 80 Marks (20% of sem. 1)

 **Semester 2:**

 Advertisement \_\_TBA\_\_\_ 5

 Cover \_\_TBA\_\_\_ 10

 Pages (1-16) \_\_TBA\_\_\_ 75

 End sheets \_\_TBA\_\_\_ 10

 Total 100 Marks (30 % of sem. 2)

**Description of Theme:**

Your theme proposal must be a typed ½ - 1 page description which includes the following:

1. Theme statement and/or catch phrase
2. Theme explanation (a reason this theme is suitable choice)
3. Theme development ideas (an explanation of how this theme will be expressed)

**Marketing Strategy:**

1. Include a full strategy outlining the places you would market your book, the strategies you would use, the price you would charge, if this yearbook was going to be available to the mass market.
2. Describe your target market (hint: theme should be linked to your target market for an effective strategy)
3. Outline your detailed personal selling strategy.

**The Pages:**

Each of the 16 pages must include completed good copy layout (including copy package (headlines, body copy & captions) and photography and/or art (properly cropped(, and a completed evaluation.

**YEARBOOK COURSE ISU LADDER PLAN**

**USE this sheet to plan your ISU Ladder.**

|  |  |
| --- | --- |
| ----------------------------------------- | Cover |
| End Sheet | End Sheet |
|  | 1 |
| 2 | 3 |
| 4 | 5 |
| 6 | 7 |
| 8 | 9 |
| 10 | 11 |
| 12 | 13 |
| 14 | 15 |
| 16 |  |
| End Sheet | End Sheet |
| Back Cover |  ------------------------------- |