

School District of Upper Moreland Township  
2900 Terwood Road  
Willow Grove, Pa 19090

**Planned Course for 9-12 Business and Integrated Technology Education**

**Course:** Yearbook 1.0

**Business, Computer and Information Technology**

15.3.12.H	15.8.12.D
15.3.12.I	15.8.12.E
15.3.12.P	15.9.12.F
15.3.12.T	15.9.12.I
15.3.12.X	15.9.12.K
15.4.12.B	
15.4.12.G	

**Arts and Humanities PA Reading and Writing Standards for Science and Technical Subjects**

9.1.12	<b>Reading</b>	<b>Writing</b>
9.2.12	CC.3.5.9-12.A	CC.3.6.11-12.E
	CC.3.5.9-12.D	

**Course Description:**

The 9-12 Business and Integrated Technology Education program is designed to provide students with the tools to develop business, economic and technology skills needed in the 21st century society. Students are provided with multiple career pathways from which to choose as they engage in real world scenarios that will help them to master the knowledge, applications and attitudes that will benefit their personal and professional lives.

This course is a production-based class that creates the Memoria yearbook. The staff is responsible for the content, design, layout and the online sales promotion of the book. Students will learn how to manage a full-scale, full-budget production that involves innovating, creating, editing, enhancing, advertising, selling, and distributing our very own book. Through the course, students will gain skills in the following areas: page design, advanced publishing techniques, copywriting, editing and photography while producing a creative, innovative yearbook which records school memories and events. There is an emphasis on journalism skills in this class. Participants gain useful, real world skills in time management, marketing, teamwork, and design principles.

**Specific and measurable objectives directly related to the academic standards to be achieved**

**by students:**

The specific objectives for this course are detailed in the Upper Moreland Township School District 9-12 Business and Integrated Technology Education Scope and Sequence based on the specifications set forth in PA Academic Standards and PA Reading and Writing Standards for Science and Technical Subjects.

**Materials:****Text & Materials:**

- Adobe Creative Suite
- Photoshop
- InDesign
- Jostens Yearbook Avenue

**Instructional Activities:**

In order to achieve the stated goals the following best practice strategies will be utilized:

- Interviewing/Factual researching
- Interpersonal communication
- Legal/Ethical media issues
- Meeting production deadlines
- Modeling
- Guided practice
- Group Discussions
- Cooperative Learning
- Multimedia presentations

**Estimated instructional time to be devoted to achieving objectives:**

- Approximately 86 minutes per day on an alternating block schedule.

**Assessments:**

Classroom assessment will focus on both assessment of learning and assessment for learning. Formative and summative classroom level assessments will be implemented throughout each unit of study. Each unit of study will contain at least one common assessment that will provide comprehensive student learning data that will be utilized to plan future instruction

**An explanation of how student grades will be determined:**

Students will be evaluated in the areas of class work, class participation, and teacher observation using both formative and summative assessments.