



# Yearbook Skills and the Common Core

As students market and sell the yearbook or work on the various components of a yearbook spread, they will touch on many of the following Common Core skills, depending on where the teacher focuses instruction.

**E = Common Core English Standards    M = Common Core Math Standards**

## Leadership

Think critically about last year's success in creating or selling book to create a plan for upcoming year.

- E - Write to Task W.11-12.4
- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- M - Math Modeling

Using last year's book, school calendar and deadlines as a reference, organize page ladder so that deadlines can be met on time.

- E - Write to task W.11-12.4
- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- M - Making Inferences and Justifying Conclusions S-IC.B.4, S-IC.B.6
- M - Math Modeling

Create a plan for multiple students to contribute to one page or section.

- E - Study and Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study and Apply Vocabulary L.9-12.6
- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- E - Cite Evidence SL.11-12.4
- M - Math Modeling

Use page ladder, school calendar and knowledge of staff strengths to structure staff assignments.

- E - Study and Apply Grammar L.11-12.1-3, SL.11-12.6
- E - Study and Apply Vocabulary L.11-12.6
- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- E - Cite Evidence SL.11-12.4
- M - Math Modeling

Create a plan to complete a yearbook spread on time for a deadline, including each element and every person that needs to touch the page in some way.

- E - Study and Apply Grammar L.11-12.1-3
- E - Study and Apply Vocabulary L.11-12.4-6
- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- E - Convey Ideas W.11-12.2
- M - Math Modeling

Survey staff for strengths and assign duties.

- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- E - Convey Ideas W.11-12.2
- M - Math Modeling

Track progress toward deadlines, adjusting course as necessary.

- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- E - Cite Evidence SL.11-12.4
- M - Math Modeling

Take note of successful strategies for meeting deadlines, motivating the staff, building a team for next year's editors.

- E - Study and Apply Grammar L.11-12.1-3, SL.11-12.6
- E - Study and Apply Vocabulary L.11-12.6
- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- E - Cite Evidence SL.11-12.4
- E - Write texts W.11-12.2
- E - Write a Narrative W.11-12.3
- E - Write to Task W.11-12.4
- M - Math Modeling

Compare pages for consistency to determine effectiveness of communication to staff.

- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- E - Cite Evidence SL.11-12.4
- E - Write texts W.11-12.2
- E - Write a Narrative W.11-12.3
- E - Write to Task W.11-12.4
- M - Math Modeling

Explain how skills learned on yearbook staff can yield life-long success.

- E - Study and Apply Grammar L.11-12.1-3, SL.11-12.6
- E - Study and Apply Vocabulary L.11-12.6
- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3
- E - Write texts W.11-12.2
- E - Write a Narrative W.11-12.3
- E - Write to Task W.11-12.4

## Design

Develop an infographic that illustrates the relationship between people, activities or possessions.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Revise Work W.9-12.5
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7
- M - Quantities N-Q.A.2
- M - Interpreting Categorical and Quantitative Data S-ID.A.1

Develop a photo module or spread that illustrates the relationship between people, activities or possessions.

- M - Quantities N-Q.A.2
- M - Interpreting Categorical and Quantitative Data S-ID.A.1

Use photos and words in a module or spread to explain a school phenomenon like a trend or to connect ideas.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7

Explain how to place a text box and how to place a photo.

- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6

Explain why specific photos and design elements were selected for a yearbook spread.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6
- E - Convey Ideas W.9-12.2

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# Writing

## *DESIGN continued*

Explain how to use camera effectively in various settings.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Conduct Discussions SL.9-12.1
- E - Analyze Content SL.9-12.2-3
- E - Convey Ideas W.9-12.2

Explain how photo editing software works to enhance a photo, when it should or should not be used.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Conduct Discussions SL.9-12.1
- E - Analyze Content SL.9-12.2-3
- E - Convey Ideas W.9-12.2

Develop a page module to show the relationship of multiple people, ideas or activities.

- E - Cite Evidence SL.9-12.4
- E - Analyze Content RI.11-12.2-6, SL.9-12.2-3
- E - Study and Apply Grammar L.9-12.1-3, LS.9-12.6
- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6
- M - Math Modeling

Develop promotional posters, flyers and social media posts.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2

Write headlines that allude to the content on a yearbook spread.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7

Write captions using a lead-in/two-sentence structure to explain what is happening in photos.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7

Write feature stories using evidence to explain something that happens at school or to profile a student.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7

Write alternative copy like quote boxes.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7

Create an infographic using text and photographs to illustrate the relationship between people, activities or possessions.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7
- M - Quantities N-Q.A.2
- M - Interpreting Categorical and Quantitative Data S-ID.A.1

Write a survey to learn about student preferences, ideas or to gather quotes.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7

Synthesize survey data.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Convey Ideas W.9-12.2
- E - Write a Narrative W.9-12.3
- E - Write to Task W.9-12.4
- E - Use Technology W.9-12.6
- E - Conduct Sustained Project W.9-12.7

Edit writing for correct grammar and punctuation.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Revise Work W.9-12.5

Edit writing for relevant/irrelevant information; fact/opinion.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Revise Work W.9-12.5

Retrieve survey data.

- E - Report Findings SL.9-12.4-6
- M - Making inferences and justifying Conclusions S-IC.A.1
- M - Reasoning with Equations and Inequalities A-REI.D.10

# Yearbook Marketing/Sales

Compare yearbook sales from two consecutive years.

- E - Analyze Content: RI.11-12.2-9, SL.9-12.2-3
- M - Interpreting Categorical and Quantitative Data S-ID.A.2
- M - Making Inferences and Justifying Conclusions S-IC.B.6

Compare year-to-year yearbook sales in various school groups (grades, gender, club involvement, etc.).

- M - Making Inferences and Justifying Conclusions S-IC.B.6

Compare year-to-year yearbook sales to determine who buys a book, when & why.

- E - Report Findings SL.11-12.4-6
- M - Data S-ID.A.2
- M - Making Inferences and Justifying Conclusions S-IC.B.6
- M - Math Modeling
- M - Quantities N-Q.A2

Determine the percentage of students who buy a book.

- E - Report Findings SL.9-12.4-6
- M - Quantities N-Q.A2

Create marketing pieces like posters, signs and announcements.

- E - Study & Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Write Informative Text W.9-12.2

Conduct surveys to see what students would like included in a yearbook.

- E - Report Findings SL.9-12.4-6
- M - Math Modeling

Conduct focus groups to see what students would like included in a yearbook.

- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6
- M - Consistency of Results IC.A.2
- M - Use Data from a Sample IC.B.4
- M - Math Modeling

Set quarterly sales goals and track success.

- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6
- M - Math Modeling
- M - Quantities N-Q.A2

Use results from surveys and focus groups to create a marketing strategy.

- E - Report Findings SL.9-12.4-6
- E - Conduct Research W.9-12.7
- M - Understand Statistics IC.A.1
- M - Consistency of Statistics IC.A.2
- M - Math Modeling

Organize a marketing strategy by studying last year's book sales data.

- E - Conduct Discussions SL.9-12.1
- M - Understand Statistics IC.A.1
- M - Consistency of Results IC.A.2

Read about marketing strategies and predict what will work in your school.

- E - Cite Textual Evidence RI.9-12.1
- E - Determine Meanings of Words RI.11-12.4
- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6

Apply known marketing strategies to your yearbook sales blitz.

- E - Cite Evidence SL.9-12.4
- E - Conduct Discussions SL.9-12.1-3
- E - Analyze Content RI.9-12.2-6, SL.9-12.2-3
- E - Write Informative Text W.9-12.2
- E - Conduct Research W.9-12.7

Explain reasoning behind the marketing strategy used at school.

- E - Conduct Discussions SL.9-12.1-3
- E - Cite Evidence SL.9-12.4
- E - Convey Ideas W.9-12.2

Through video or one-on-one discussions, convincingly explain to peers why they should buy a yearbook by explaining how it is/will be important in their life.

- E - Study and Apply Grammar L.9-12.1-3
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6

Track results of marketing by recording how many students buy a book during each marketing blitz.

- E - Cite Evidence SL.9-12.4
- E - Analyze Content SL.9-12.2-3

Use information to continue with or change course in marketing campaigns.

- E - Cite Evidence SL.9-12.4
- E - Analyze Content SL.9-12.2-3
- M - Understand Statistics IC.A.1
- M - Consistency of Results IC.A.2
- M - Probability CPA.3

Explain how marketing, selling and creating a yearbook is like running a business.

- E - Study & Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study & Apply Vocabulary L.9-12.4-6
- E - Cite Evidence SL.11-12.4
- E - Report Findings SL.9-12.4-6
- E - Write Informative Text W.9-12.2
- E - Conduct Research W.9-12.7

Organize yearbook sales data from each sales drive.

- E - Study & Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study & Apply Vocabulary L.9-12.4-6
- E - Conduct Discussions SL.9-12.1

# Coverage

Determine whether a survey or focus group would be the best method to gather information for a specific story, infographic or yearbook module.

- E - Analyze Content RI.11-12.2-6, SL.9-12.2-3
- M - Understand Statistics IC.A.1
- M - Consistency of Results IC.A.2
- M - Use Data from a Sample IC.B.4

Determine content of yearbook spreads so they cover a variety of topics and people.

- M - Math Modeling

Utilize Jostens Story Starters to help find new ways to cover topics thoroughly.

- E - Study and Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Write texts W.9-12.2
- E - Write Narratives W.9-12.3
- E - Write to Task W.9-12.4
- E - Conduct Discussions SL.9-12.1

Determine balanced coverage: how many pages are going to sports, student life, etc.

- M - Creating Equations A-CED.A.1

Determine how many photo boxes are needed per portrait page.

- M - Creating Equations A-CED.A.1

Determine how many students need to be covered per page of the yearbook in order to include every student at least three times in the book.

- M - Creating Equations A-CED.A.1

Survey consumers to collect data or quotes that will be used on yearbook pages.

- E - Study and Apply Vocabulary L.9-12.4-6
- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6
- M - Understand Statistics IC.A.1
- M - Consistency of Results IC.A.2
- M - Probability CPA.3

# Theme Development

Analyze award-winning yearbooks to learn award-winning strategies.

- E - Analyze Content RI.11-12.2-6, SL.9-12.2-3
- E - Report Findings SL.9-12. 4-6
- M - Evaluate Reports IC.B.6

Compare yearbooks from several different schools to brainstorm theme or design ideas.

- E - Analyze Content RI.11-12.2-6
- E - Conduct Discussions SL.9-12.1
- E - Report Findings SL.9-12.4-6
- E - Convey Ideas W.9-12.2

Create a theme or determine page topics using information gathered in surveys or focus groups about what consumers want.

- E - Conduct Discussions SL.11-12.1
- E - Analyze Content SL.11-12.2-3

Through discussions with peers, develop a thematic idea that will unify the spreads in the yearbook.

- E - Conduct Discussions SL.9-12.1-4

Through discussions with peers, use an idea(s) from a magazine or internet to develop a thematic look that will unify the yearbook.

- E - Conduct Discussions SL.9-12.1-4

Use thematic graphics on a yearbook spread.

- M - Experiment with transformations in the plan: G-CO, A.2, G-CO.A.5

Use thematic references in writing.

- E - Study and Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Write texts W.9-12.2
- E - Write Narratives W.9-12.3
- E - Write to Task W.9-12.4

Develop a layout using thematic elements.

- E - Study and Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study and Apply Vocabulary L.9-12.4-6

Brainstorm story, headlines or alternative copy ideas based on yearbook theme.

- E - Study and Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Conduct Discussions SL.9-12.1

Use yearbook theme and rules of design to create yearbook layouts.

- E - Study and Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Write Narratives W.9-12.3-5
- E - Conduct Research W.11-12.7
- E - Use Technology W.11-12.6

Considering the thematic idea and graphic look of the yearbook theme, develop a plan to make it possible to cover every student in the school at least three times in the book.

- E - Convey Ideas W.9-12.2
- E - Report Findings SL.9-12.4-6
- M - Quantities N-Q.A.2
- M - Interpreting Categorical and Quantitative Data S-ID.A.1

Incorporate theme into marketing pieces.

- E - Study and Apply Grammar L.9-12.1-3, SL.9-12.6
- E - Study and Apply Vocabulary L.9-12.4-6
- E - Write texts W.9-12.2
- E - Write Narratives W.9-12.3
- E - Write to Task W.9-12.4