

YEARBOOK **By Design**

One of the hottest buzz ideas in education today revolves around *Understanding By Design*.



Marci Pieper

As an adviser, Marci challenged and nurtured her publications' editors and staff members to be their personal bests creating state- and nationally-recognized, creative yearbooks, newspapers and magazines. Her actions in the St. Louis and Missouri press association and adviser groups as a leader, speaker and mentor have championed countless student journalists and advisers to personal and professional greatness.

The staffs she advised won local, state and national awards including the NSPA Pacemaker as well as CSPA Silver and Gold Crowns. The Claymo, Clayton High School (MO) yearbook set trends for nearly a decade.

For the past several years, Marci has served in the administrative ranks. In this capacity, she has continued expressing her passion for scholastic journalism. Not only does she support the advisers and staffs in her school, but she also keeps up with trends and is a much sought after workshop instructor and conference speaker.

The fact of the matter is that publications staffs have been doing *Understanding By Design* since the concept of yearbook journalism began.

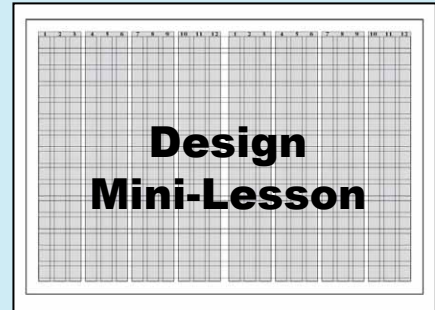
Understanding By Design allows educators to separate skills and knowledge from performance.

It allows the educator to explore a student's true understanding of the material as well as apply what they learn in a meaningful way. The concept of backward design is essential to student success.

A yearbook class and/or staff room allows students to accomplish exactly this. We look at over-arching questions that engage students in the purpose of the activity.

These over-arching questions and enduring understanding of what they are doing drive the product. The product is achieved by looking at the end result wanted and planning the activities that allow the result to be the very best it can be.

Sounds like a yearbook class to me! Yearbook teachers and advisers are again in the forefront of excellence in education!



Determine a topic for your section design (weekends for lifestyles, homework for academics, football for sports, etc.) and brainstorm the content you will design.

- [1] Explore the topic by mapping out your idea to plan your copy and photo content and treatments.
- [2] Choose a magazine idea or two to inspire and integrate/adapt into section design.
- [3] Using the template created for your section, draw your spread on the front of a mini-layout sheet making content-driven design adaptations.
- [4] In the headline space on the front of the layout, write an actual headline for your topic and in the copy areas, describe/sketch the story formats.
- [5] Describe the specific photo content ideas in each of the photo areas on the front of the mini-layout.
- [6] On the back of the mini-layout sheet, paste up the design with magazine clippings of photos and text. (Photos and text do not have to reflect spread topic; this is for design purposes only, but should reflect look/feel/color/size.) Finally, transfer your design to the electronic format your staff has chosen to submit pages to the plant and produce the spread.