

Journalism/Yearbook Class Syllabus

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Students must apply for this class. The class will be determined before the school year begins. Students can't be moved into this class, even from other schools, once we begin the third week of classes due to deadlines already in place. Mrs. Simpson reserves the right to amend this syllabus and notify students ASAP.

Course Description: In this course students will gain skills in one or more of the following areas: page design, advanced publishing techniques, copy writing, 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.

Instructional Philosophy: Students will be given challenging real world projects and assignments typical of the graphic design and publishing industries. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction. Classroom activities will include reading, research, projects, and problem solving. Students will often work in teams, but will be expected to complete individual assignments in relation to the team's work.

Assessment methods will include the students' individual yearbook page assignments completed on time with limited to no errors.

Course Goals:

1. Students will learn publishing industry terminology.
2. Students will become familiar with Design software.
3. Students will work with various types of technology to produce a “book of memories” such as digital camera, computer, and scanner.
4. Students will apply computer skills and design principles to the production of yearbook pages.
5. Students will learn copy writing techniques.

Course Outline:

Program Area 1: Introduction to the Graphic Design and Publishing Industries

- Students are introduced to the graphic design and publishing industry through magazines, internet, etc. We begin to talk about audience.

Program Area 2: Introduction to the equipment

- Students use multimedia elements to create the yearbook with graphic design software. The introduction of each piece of equipment will be tied to page production.
 - o Computer o Scanner
 - o Printer o Camera

Program Area 3: Elements and Principles of Design

- Students learn about design elements through production of a finished yearbook.

o Color	o Line	o Shape
o Space	o Texture	o Value
o Balance	o Contrast	o Variety
o Harmony	o Movement/Rhythm	o Proportion

o Repetition/Pattern

o Unity

o Emphasis

Program Area 4: Journalistic Writing

- Students learn about journalistic writing through production of a finished yearbook.
 - o Story writing
 - o Caption writing

Program Area 5: Typography

- Students will maintain a consistent typographic theme throughout the yearbook production process.
 - o Typefaces
 - o Typographic Measurement
 - o Typographic Standards
 - o Typographic Guidelines

Program Area 6: Creating and editing images for print

- Students learn when to use particular image formats for yearbook.
 - o Formats
 - o Resolution
 - o Ethics
 - o Copyright laws

Program Area 7: Leadership

- Students will participate in leadership activities such as: perfect attendance, school involvement, other leadership tasks within the classroom, school and community.

Text & Materials: Student will become familiar with Adobe Creative Suite 4 design applications including Photoshop. They will also utilize an online publication generation site by Balfour called Studio Works.

Class Requirements: Students will:

- o Complete all assigned pages
- o Include names of every person on every photo
- o 100% names spelled correctly
- o Design to the proper specifications
- o Follow the correct theme.
- o Shoot (take pictures) as assigned at least 5 times per semester for your pages
- o Complete all miscellaneous assignments and projects

Assessment

Page Production 70%

Participation 30%

Participation Points will not be added to the grade book until quarter and semester grades.

Grading System D

Grade

1. Complete page production
2. Participate in classroom activities.

C Grade

1. Complete page production on time
2. Participate in classroom activities which include selling 10 business ads.
3. Earn all participation points.

Participation Points

10 points

1. On time to class

2. All materials ready for class
3. Full Participation 5 points
 1. Excused Absence with admit
 2. Tardy to class 0 points
 1. Unexcused Absence
 2. No materials for class
 3. Disruptive or off-task behavior

Points will be subtracted for disruptions or off task behavior. It will be assumed that you are having a hard time and you need a reminder to respect the classroom environment. A verbal reminder of the appropriate behavior will be given to you. It will be your signal that you are in charge of your own behavior. If you choose to continue to disrupt the class you will be asked to move seats. If you can manage to get back on track, there will be no consequences. Further disruptions to the learning environment may require extra time in practicing appropriate classroom behaviors before or after school.

Out of Class Participation

Students are expected to participate in outside of class time activities. To produce a complete yearbook, students will be required to attend school activities to take photographs and gather information to be used in the yearbook. Due to the nature of publishing deadlines students will be expected to work periodically after school and on Saturdays to meet publishing deadlines.

Late Work Due to the nature of publishing deadlines late work cannot be accepted for full credit. Any work turned in after the deadline will be granted no credit.

Expected Behaviors:

- On time daily
- Participate and complete classroom activities
- Participate in all out of class activities and assignments
- Use appropriate language and behaviors
- Cooperate with others
- Show respect and courtesy toward all students, staff and guests
- Follow safety rules and procedures
- If you are having a bad day tell me before class starts so we can problem solve

Staff Member

- I pledge to behave responsibly reflecting the best of myself, the staff and school when on staff related assignments in the community.
- I have been made fully aware that I may be asked to devote outside time in order to complete assigned tasks outlined in job descriptions for deadlines. I commit myself to making those times available.
- I understand the importance of the publications' equipment and supplies and pledge to treat them with respect. Should I neglect, loose and/or abuse the materials, I will repair or replace them.
- I understand the importance of my being at staff meetings. For whatever reason, when absent, I will call the adviser to report my absence so alternate plans can be made to meet deadlines.
- I understand that I may be asked to help with the financial commitment of the publications including advertising and yearbook sales and other fund-raising