# Course: Yearbook

# Teacher: Melissa Clone Voice Mail 933-7716

Room: A102/103 Email: cloneme@tcaps.net

**Course Description:**

For this yearbook class each student will have an essential role in producing this year's Odyssey yearbook. Throughout the school year students will spend time learning different computer programs (Edesign, PhotoShop, etc.) and will work closely with their adviser, publishing representative, and other classmates to meet necessary deadlines in creating the yearbook. As a class we will study the journalistic rules that apply to publishing and each student will be responsible for making important business decisions related to meeting deadlines and functioning within the budget requirements provided for our class. Additionally, students will meet with local businesses to acquire funding through the sale of advertising slots. By the end of the year each student will take pride in the final, polished work that his or her individual and team efforts have helped to create. *It is expected that students will take this class for both semesters, in order to see the production throughout its completion.*

The Odyssey staff is a small, committed group of students who believe in preserving a part of the history of their school. In order to be a member of the staff each individual needs to conduct himself/herself in a professional manner, to remain focused and dedicated throughout the school year, and be able to function as vital member of a team.

The most important aspect of creating a yearbook is meeting publisher deadlines. ***Missed deadlines are not only unprofessional, embarrassing and stressful, they are very expensive*.** Missing a deadline not only affects your grade, but also the entire class and this may even delay the shipment of the book for the entire school. Because the yearbook is published in Kansas it is crucial that deadlines be respected. For this reason it is important that each student has good attendance and always comes to class prepared. At times we may be required to work outside of our scheduled class time in order to meet deadlines (food and a fun atmosphere will be provided!). If you are having problems meeting a deadline or think that you will need to miss a few days of class for any reason, it is *crucial* that you notify your advisor and editor as soon as possible.

An important part of creating an exceptional yearbook or professional publication is adequate funding. **For this reason each staff member will be responsible for soliciting advertisements for the yearbook. Adequate time will be set aside to allow students to contact both past and new patrons and each student will work closely with the staff business manager in keeping track of their fund raising and marketing goals. A SIGNIFICANT portion of the student’s first semester grade will be based on their ability to obtain advertisements while maintaining a degree of professionalism when dealing with our clients. The employability and real world skills learned with this component of our program is enormous!**

Each member of the Odyssey staff will have an essential role in producing the yearbook. Each position held within the staff is equally important as all others and whether a writer, photographer, editor, or manager, I expect each student to approach their position with a positive and professional manner. Each student’s grade will reflect his/her performance in the job he/she has filled and most students will be expected to fill different roles throughout the school year. The assessment of these positions will be based on the student’s proficiency in meeting deadlines, effective skills when using the tools provided in completing his/her work, and the ability to work with other staff members while creating layouts, conducting interviews, writing components required for each yearbook assignment, participating in class meetings and the marketing/advertisement component of our book.

**Textbook:** None, but students will be issued handouts and an advertising packet.

**Essential Questions:**

1. Why is it important to record the history of the school through images and stories?
2. How are skills acquired in yearbook applicable to the professional world (writing, marketing, customer relations, interviewing, effective design and composition, etc.)?
3. How do design elements affect the reader’s experience with a publication?
4. Why is it important to follow a journalistic code of ethics?
5. What makes a good journalist?

**Course Objectives:**

By the end of the course each student will be able to:

1.) Recognize, define, and use various terms related to yearbook publishing.

2.) Demonstrate an understanding of publishing and yearbook design by completing numerous layouts for this year’s yearbook.

3.) Write and edit copy, select and take photographs, interview subjects, and create attractive layout designs that capture the history of WSH.

4.) Communicate in a professional manner when dealing with clients in order to sell advertising slots.

5.) Communicate effectively (both orally and in written format) with other staff members in order to meet deadlines.

6.) Effectively use publishing software (edesign, Photoshop, digital cameras) needed to publish a yearbook.

## **Course Requirements:**

The guidelines listed in the Student Handbook will be followed regarding attendance and appropriate behavior. It is the student’s responsibility to make up any work he/she has missed. Homework and class work will have a due date, which provides adequate time to complete the assignment. Assignments must be turned in on or before the due date. If a student is in school the day an assignment is due, the assignment *must be turned in*. If not, the assignment will be considered late.

Other arrangements, when necessary and appropriate, will be considered only after a conference between student and teacher. *Remember that missing deadlines is unacceptable and may delay the shipment of our book.*

The best chance for success in this class depends largely on the student him/herself. Coming to class prepared, good attendance, completion of reading and other homework/assignments, conducting interviews and/or completing work outside of class, will enable the student to achieve the degree of success he/she envisions. Students who miss class due to a school sponsored event are responsible for turning work in on time. Students are required to come to class with their staff manual and all necessary equipment needed to complete their work. Additionally, each student is required to follow all school policies, rules and regulations as they are listed in the student handbook/planner.

**Grading procedures:**

Points will be allocated to assignments and tests on the basis of their importance and the amount of time needed to complete the project. Final layout assignments are worth 100 points and missing a deadline by one day will result in a significantly reduced grade. Students will also receive a grade for meeting the required fundraising/advertising requirements established at the beginning of the year and a grade reduction will be implemented for each requirement *not* met by the student. ***Missing class or being late not only delays the completion of our book, but it also puts the work on the rest of the class****.*

**Classroom Rules and Expectations:**

Students will:

* **be respectful of all members of the classroom at all times!**
* **No cell phones or ear buds to be seen or heard in the classroom at any time.**
* adhere to school board policy #5722 and to editorial policy.
* conduct themselves according the rules of the West Senior High student manual.
* respect and maintain all equipment.
* work in the classroom. Students may leave only with the approval of instructor.

I look forward to working with each of you. HAVE A TERRIFFIC YEAR!

#### Yearbook Syllabus Signature Form

I have read the requirements and I understand the expectations of the Yearbook class.

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(student signature) (date)

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(print name of parent or guardian)

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(signature of parent or guardian) (date)