

Yearbook

Course Syllabus

Mrs. Brockmoller

Room 401A

Course Description

This class provides “hands-on” experience in writing, designing, and editing student media outlets. Students have full responsibility for creating a digital media project for public presentation and will also solicit advertising to help offset the cost of production. After-school work is mandatory.

Objectives

The student will

- Understand freedom of the press and define the school yearbook’s rights and responsibilities.
- Assess the appropriateness of content based on the scholastic journalism legal and ethical guidelines.
- Choose the correct terminology while planning, creating and evaluating digital media projects.
- Identify news elements and newsworthy events to determine relevance for readers.
- Actively participate in the brainstorming of collaborative multimedia projects.
- Demonstrate responsibility, dependability, cooperation and initiative while working as a member of the student press.
- Apply skills to cope with deadlines and assignments and to work effectively within a hierarchy of peers and adults.
- Assist in the formulation of the group and in the assignment of roles for a collaborative multimedia project.
- Actively participate in constructing a plan and establishing deadlines for a collaborative multimedia project.
- Follow established plan, fulfill assigned role and meet all deadlines involved in the production of a collaborative multimedia project.
- Demonstrate an understanding of basic and advanced design concepts and determine software appropriate to the project utilizing the digital assets at hand.
- Become proficient in software.
- Exercise the writing and editing skills of accuracy, clarity and brevity when writing for a mass audience.
- Produce a scholastic publication while practicing writing process skills.
- Combine information after researching sources to create an organized written copy or photo essay.
- Understand the consequences of a specific news situation.
- Make reasoned and knowledgeable choices to solve problems related to publishing.
- Understand and evaluate the elements of a good photograph, a good article, and a good design as translations of the human experience.
- Evaluate the fulfillment of roles, the quality of the digital media project and the execution of the plan.
- Become proficient in equipment use and care and demonstrate the ability to follow check out procedures at all times.
- Formulate questions, conduct an interview and actively synthesize information during the reporting process.
- Demonstrate the ability to prewrite, write, and revise a story using the research and interview information compiled during the reporting process.
- Demonstrate the ability to determine the difference between fact and opinion and to solve problems in a creative manner using critical thinking skills.
- The ability to reach an audience in a written or audio piece.
- Demonstrate the ability to make appropriate choices for images and graphic treatment including format, type choice, color, font differentiation, interactivity, etc.
- The ability to create and execute a marketing plan for book and ad sales. • The ability to evaluate the final project based on functionality, impact, readability and overall quality.

Students will work continually throughout the year to meet incremental deadlines to complete the yearbook and supplement. Deadlines are created by editors in conjunction with the yearbook company.

Grading

30% Mini Deadlines (Content Deadlines & Rough Drafts)

25% Photo Days

45% Final Deadlines

First Semester Quarter 1= 45% Quarter 2= 45% Semester Final 10%

Second Semester Quarter 3= 45% Quarter 4= 45 % Semester Final 10%

Student Media and Professional Communications Classroom Rules

1. Interact with all appropriately. (WITH ONE ANOTHER, WITH TEACHERS & STAFF, WHEN INTERVIEWING/PHOTOGRAPHING OTHERS & ONLINE)
2. Bring supplies every day.
3. Follow all directions and procedures. (Be on time, work only on journalism, do not leave the classroom without permission, and personal electronics are only allowed with permission.)
4. Tell the Truth. (To one another, to Mrs. Brockmoller and in your assignments)
5. Damaged Equipment: Report immediately. Treat all equipment with proper care. Note: If you are negligent with classroom equipment, you will lose the privilege to use it.
6. Classroom Cell Phone Policy: Except for approved academic purposes, cell phones should be turned off and put away. Violation of the cell phone policy will result in your phone being confiscated and the school's cell phone policy will be followed.

Late Assignments

Being late in journalism usually means the story can't be published. Our publications can't wait for a late story. Late work will be accepted on some assignments, for partial credit. Some assignments must be completed and turned in by the due date in order to receive any credit at all. Homework that is not ready to be turned in at the start of class will be considered late. Twenty percent will be deducted per day for late assignments.

You will be working in groups most of the time. Once the group is established for a project, that is the group you will work with. If you have problems with the group, try to solve them. In the "real world" you might not enjoy working with all of your colleagues. Remember you will be evaluating everyone in your group after projects are completed.

Yearbook Course Statement of Understanding

STUDENT - PARENT - TEACHER CONTRACT

Dear Students and Parents, Please read carefully and discuss the Yearbook syllabus. Please complete and sign the form below, then return it to Mrs. Brockmoller. If you have questions or concerns, please email or call. Thank you. Mrs. Brockmoller

Yearbook Student: _____ I have read and understand Mrs. Brockmoller's Yearbook syllabus. I agree to abide by the rules and procedures and do my best to be successful in this elective.

Student Signature, Date _____

Parent/Guardian: I have read and understand Mrs. Brockmoller's Yearbook syllabus. I agree to help my child be successful in this elective.

Parent/Guardian Signature, Date _____

Please return this signed form to Mrs. Brockmoller