

## Yearbook Production I & II

### RESOURCES:

**Jostens Yearbook Curriculum** *Jostens Publishing Company*

**Jostens Yeartech Avenue** *Jostens Online Computer Program for creating the Yearbook*

### OTHER MATERIALS NEEDED: (bring to class every day)

1. A 3 ring binder -- for notes, handouts, and assignments
2. Loose leaf paper -- for any assignment that will be turned in to the teacher
3. A pencil or pen (not red or pink ink)

### EXPECTATIONS:

Yearbook is not just a course; it is a business. Students will be expected to conduct themselves in a professional manner at all times. Students will be expected to sell advertisements and books. Students will be expected to meet deadlines. Students will be expected to work individually, and as a team. The yearbook cannot be published without everyone's input, dedication, and hard work.

### OBJECTIVES AND GOALS:

Students will:

- Create a theme and cover that unifies the yearbook visually and verbally.
- Students will identify the basic parts of the yearbook that contribute to the development of the theme including cover, end sheets, opening section dividers and closing.
- Deadline planning for layout and ad sales.
- Use photos to capture a story.
- Write stories and captions that include 5W's and H, as well as background and follow-up information.
- Recognize type as a design element related directly to content.
- Learn steps of desktop layout and publishing techniques.
- Recognize design principles to apply to the placement of content elements.
- Understanding the financial structure and the staff's obligation in managing the yearbook's financial stability.
- Support the yearbook program with the sales of advertising in the yearbook.
- Identify common concerns facing yearbook staffs including libel, legally protected and copyrighted materials.
- Use proofreading and editing techniques.
- Use technology in the form of Photoshop, Yearbook Avenue Online, and other software.

### GRADE CRITERIA:

- Major Grades count 60% of each quarter grade (consist of ad sales, tests, fundraisers, and yearbook page production)
- Minor Grades count 40% of each quarter grade (consist of quizzes, class work, newsletter articles, and homework)
- All assignments are worth 100 points.

### GRADE SCALE:

A = 100 - 90

B = 89 - 80

C = 79 - 70

D = 69 - 60

F = 59 - 0

## ASSIGNMENTS:

1. Classwork/Tests - The students will complete classwork and tests at the beginning of the semester while learning the production skills.
2. Projects - The students will have several projects to complete during the school year, including planning the content of the yearbook, designing a cover, creating a school newsletter, etc. More details will be given later.
3. Production Work - The students will be given grades for all the assigned work needed to complete the production of the Yearbook, along with meeting deadlines.
4. Cover after school events – Each staff member is required to cover after school activities to gain needed information and/or pictures for the yearbook and school newsletter.
5. Sponsorships - The students will be required to sell ads for the Yearbook during 1<sup>st</sup> quarter. Any student who collects at least \$600 worth of ads will receive a **FREE** Yearbook. This grade will count as a major grade for 1<sup>st</sup> quarter. The grade will be determined by the chart below:  

<b>100</b>	=	<b>\$600 or more</b>
<b>A</b>	=	<b>\$500 - \$599</b>
<b>B</b>	=	<b>\$400 - \$499</b>
<b>C</b>	=	<b>\$300 - \$399</b>
<b>D</b>	=	<b>\$100 - \$299</b>
<b>F</b>	=	<b>\$100 or less</b>
<b>0</b>	=	<b>\$0</b>
6. Final Exam - The students will take a final exam at the end of the semester. It will count as 20% of their final grade for the course. They will be allowed to exempt their final exam, if they have an A in the class and have fewer than 5 absences.

## MAKE-UP WORK:

The students will make-up any test or assignments within three days of returning to school. All tests should be made-up after school. Smaller assignments can be made up for homework. **It is the student's responsibility to ask for their missed assignments.**

## CLASS RULES:

- ✓ Attend class daily and be punctual
- ✓ Have your ID properly displayed as directed by the teacher
- ✓ Remain on-task and engaged in the lesson for the entire period
- ✓ Have learning materials each day as required by the teacher
- ✓ Respect the teacher and other persons at ALL TIMES
- ✓ Respect school property at ALL TIMES (no writing on desks, etc.)
- ✓ Keep hands, feet, and body parts to yourself
- ✓ Profane, vulgar, or inappropriate language or gestures are prohibited
- ✓ Cell phones must be out of sight and turned off at all times
- ✓ Food and drink items are not to be consumed in the classroom without special permission from the school administrator
- ✓ Follow the directions of the teacher