

Web and Digital Communications

2019-20

GENERAL INFORMATION:

Hour:	2nd Hour	Required Texts:	None
Room:	109	Prerequisite:	Graphic Design
Instructor:	Shannon Kats		

COURSE DESCRIPTION:

The course is designed to introduce students into the publication world of designing the yearbook. Students will begin the course by learning the basic fundamentals of writing copy and designing layouts. They will then apply this knowledge in producing the yearbook.

The students will apply their knowledge in word processing, database, and spreadsheet as they write stories, maintain data, and prepare charts for the yearbook. They will also become proficient in desktop publishing with the Adobe InDesign and Josten's Yearbook Avenue programs as they produce yearbook layouts on the computer. They will use the digital camera and Adobe PhotoShop to shoot, scan, and manipulate graphic images.

COURSE OBJECTIVES:

1. To write different types of yearbook stories effectively.
2. To write appropriate and effective leads.
3. To identify appropriate stories for publication.
4. To be aware of legal and ethical issues surrounding school publications.
5. To interview effectively.
6. To construct effective headlines.
7. To write effective captions.
8. To understand and apply the principles of layout design.
9. To understand and use the technical vocabulary related to publications.
10. To understand the principles of an effective advertising layout.
11. To effectively utilize word processing and desktop publishing programs.
12. To utilize the Josten's Yearbook Avenue program to prepare layouts for publication.
13. To manipulate graphic images in PhotoShop.
14. To use the digital camera to shoot quality photographs.
15. To download the photographs from the camera onto the file server.
16. To work effectively as an individual and in a group to complete assignments and meet deadlines.

METHOD OF INSTRUCTION:

A variety of teaching methods will be utilized during the course, including: lecture, directed discussion, demonstration, hands-on guided practice, independent practice, and cooperative learning.

METHOD OF EVALUATION:

Students' grades will be determined by total points at the end of each grading period. Final grades will include point values from daily writing, layout assignments, and final pages.

Any assignment that is turned in late will be worth only 1/2 credit. An incomplete assignment that is handed in will be graded as if it were complete. Assignments that are not handed in will be recorded as a zero in the gradebook. Final pages which are not completed by the deadline will also be recorded as a zero.

The grading scale is as follows:	100 - 99	A+	83 - 81	C+
	98 - 96	A	80 - 78	C
	95 - 93	A-	77 - 75	C-
	92 - 90	B+	74 - 72	D+
	89 - 87	B	71 - 69	D
	86 - 84	B-	68 - 65	D-
			64 - 0	F

Additionally, at deadline time, students who have not completed their yearbook pages will be required to spend time outside of class to finish their work. This can be done during the school day with permission from the yearbook adviser and classroom teachers, or during scheduled work times in the evenings, on Saturdays, or during school breaks. Also, because a few events take place after the completion of the school year, students may be required to finish up yearbook pages after school is out in May.

If a student is absent from school, the student has two days to make up any regular classroom assignments that were missed. Any assignment or test that is not made up during these two days will be counted as a 0 in the gradebook, unless the teacher determines otherwise. **If however, a student is absent from school in the week prior to a deadline, they will be required to make up their work by the scheduled deadline date.** Plant deadlines cannot be changed, therefore, it is up to the student to manage his/her time wisely and plan on completing their pages well before the final deadline.

DAILY REQUIREMENTS:

Each student should bring the following items to class each day:

1. Pencil
2. Completed assignments
3. Notebook for notetaking

CLASS EXPECTATIONS:

Students are expected to take an active role in their learning of producing the yearbook. I am here to assist each student in doing the best they can, but it is up to each individual student to put forth the effort.

In addition to learning, students must also be responsible for their behavior. Any student who breaks the rules will be dealt with according to the Assertive Discipline Policy. The following rules are those listed in that policy:

1. Follow my directions.
2. Be in your assigned seat or area ready to work when the tardy bell finishes its ring.
3. Bring necessary equipment to class every day.
4. Keep hands, feet, books, and objects to yourself.
5. There will be no swearing, cruel teasing, rude gestures, or put-downs. Nor shall there be any talking above a classroom voice.

These additional rules must also be followed in the computer lab:

1. No food or drinks are allowed in the computer room at any time.
2. Students must take care of all computer equipment and adding machines in the room.
3. Each student is responsible for cleaning up his/her area before leaving the room.

Members of the yearbook staff will miss several days of school in order to sell advertising and possibly to attend journalism contests and workshops. The yearbook students will follow the drug and alcohol policy as set forth by Logan USD #326.

Yearbook Contract

Before starting your venture with the Logan High School yearbook staff, I would like you to read the following information so that you understand the expectations that have been placed upon you by joining this class.

I have read the yearbook syllabus and understand the expectations that have been placed upon me. I realize that while I have enrolled in the yearbook class, I have also become an employee of the Logan High School Yearbook Staff. As an employee, I am required to do whatever is asked of me to complete a quality book including interviewing sources, writing stories, designing layouts, taking pictures and producing a final layout ready for publication. In addition, I may also help to finish pages from other staff members if necessary to meet a deadline.

The yearbook staff will have several deadlines throughout the school year. These deadlines will be set at the beginning of the year and cannot be changed. If a deadline is not met on time, Jostens will charge us a late fee which is calculated by multiplying the number of pages due times the number of days late. This could run into a large expense that does not fit into our budget. Missed deadlines can also cause a delay in the final delivery date of the yearbook. Thus, missing a deadline is not an option!

All staff members will assist the adviser in organizing the ladder diagram, which organizes the book by pages. The adviser will divide those pages evenly among the staff members according to deadline so that each person has a few pages going in for each deadline.

Homework for this class will consist of interviewing and writing stories. Students may also be asked to take pictures at ball games or other evening/weekend activities. Most everything else has to be done at school on the computers. Class time must be used as efficiently as possible every day in order to keep on track with the deadline schedule. Even by doing this, staff members will most likely need to spend some time outside of class to complete their work. This can be done anytime during the school day when time allows. We will also have to set some scheduled work times before or after school, evenings or weekends. Because of scheduling conflicts with students' sports, work, etc., these work times are very hard to schedule, so we want to minimize them as much as possible. I will try to work around your schedules as much as possible, but I don't plan on living at the school for days on end. Remember poor planning on your part does not constitute an emergency on mine. Furthermore, please note that these are YOUR pages going in for YOUR yearbook deadline, which is YOUR grade. Do not put yourself into a bind at the last minute.

It should also be noted that because some school activities do not end until after the end of the school year, staff members may need to spend some time finishing pages after the end of the year. Final grades will not be given until all pages have been sent to the plant.

Throughout the year, the yearbook staff will have access to all of the photos taken by the staff. You are responsible for using these photos for yearbook purposes only. You are not allowed to use them for personal use, to email to friends, to upload to social networking sites, or other non-yearbook uses. Staff members will also follow the rules of journalism – no slander or libel, no photo manipulations, and no inappropriate design techniques. Remember, if I get called into court for an inappropriate yearbook issue, all staff members will “get” to come with me! ☺

Now that you know what the class will be like, let's look at the fun stuff! You get to create the yearbook! You get to write about the great things that happen during the year, and you get to pick out the pictures to go in the book. You get to record history! And everyone else will see your work! Cool, huh? Let's work hard and make this the best book yet!

I hope that the above paragraphs answer questions you may have. Please sign your name below and have your parents sign as well so that we are all on the same wavelength.

Student Signature

Date

Parent Signature

Date