



Southern Lehigh School District

High School Syllabus

Yearbook 2013-2014

Course Description:

Production of the yearbook by means of a desktop publishing computer program is this class's goal. Writing and revising copy, creating layouts, taking photographs, proofreading pages, selling advertising and staying on schedule require the cooperation and commitment of all students in this course. After school time is necessary in order to meet deadlines.

Course Content:

This course will be comprised of the following content:

Writing:

- o Proper formatting captions and copy
- o Coverage scope and angle selection
- o Accurate and honest reporting
- o Editing and revising

Technology:

- o Selection of layouts from template bank
- o Creation of layouts by hand
- o Use of desktop publishing software
- o Use of photo manipulation and editing software

Photography:

- o Use of equipment
- o Composition and exposure of photographs
- o Effective cropping techniques

Fundraising:

- o Advertising sales and/or alternate fundraising

Portfolio Creation

- o Cumulative competency project to demonstrate mastery of the fundamentals of yearbook production

Required Textbooks and/or Other Reading/Research Materials

Scholastic Yearbook Fundamentals. Columbia Scholastic Press Association, 1993.
Adobe InDesign CS4- Available on all iMac in publication lab

Course Requirements:

Each student is required to complete all layouts assigned by the applicable deadline, any in-class assignments as well as fundraising activities. Students are also required to complete a competency portfolio. Failure to complete any of these components will affect the student's overall grade.

Grade Components/Assessments:

All assignments will be graded as expressed in the Southern Lehigh High School Student Handbook. Percentages listed below are approximate. Refer to individual rubrics for exact point scales. The following components help to break down the grading further:

Layouts

Layouts will be graded as copy, rough drafts, and final drafts. The rubrics for the rough draft and final draft will be provided before each assignment. Since the deadlines for the yearbook are set by the publisher, not the teacher, they are quite inflexible. Students may turn in assignments one day late for a 25% grade reduction, but work that is more than one day late will not be accepted and will be given a grade of zero. For specific grading questions see the layout rubrics or speak to Ms. Lynn.

Advertising

Advertising is an important component of yearbook production as it represents the business component of the class. Although selling the advertising space is not required, attempting to sell advertising is required. Students must make five attempts to sell advertising (or sell two ads) to receive full credit for this component. A full rubric will be provided in class.

In-class Work

Students will have a series of workbook activities that they will work on when they are not under a deadline. One assignment is due each week that they are not on deadline. Each assignment is worth one hundred points and will be graded for completion and accuracy. An average of three activities will be completed during each of the marking periods.

Portfolio

Every student that is enrolled in yearbook will be required to complete the portfolio during the fourth marking period. The project serves as a display of mastery for the major components of yearbook production. Details and rubric will be furnished in class as the project nears. The seven components of this project comprise the fourth marking period grade.

Editors

Since editors do not regularly participate in the reporting aspects of layout completion (as the editors have created the design itself), editors will be graded according to their ability to complete their editorial duties as described in the yearbook staff manual. Editors must attend regular meetings, late night sessions, summer sessions (as necessary); editors must design and edit pages as well as conference regularly with the adviser.

Each marking period is worth 20% of a student's overall grade. The midterm and final exam are each worth 10% of a student's overall average:

Quarter 1	20%
Quarter 2	20%
Midterm	10%
Quarter 3	20%
Quarter 4	20%
Final	10%

Required Summer Reading/Assignments:

Yearbook does not require summer reading; however editors may be responsible for attending summer training sessions.