Yearbook Syllabus

Mr. Barrows

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**Course Description**

This is a year long course that is designed for the purpose of creating and producing the *Scribe.* Students will be involved in all aspects of creating the yearbook including theme development, basic layout design, photography, caption writing, story writing, and sales. The knowledge and use of a digital camera, scanner, PhotoShop, and On-line Design will be a major component of the course.

**Course Objectives**

1. Identify and understand terms that are unique to the printing industry.
2. Develop thematic elements.
3. Critically evaluate layout design.
4. Understand and apply the basic elements of layout design.
5. Write interesting, creative, and factual cut lines.
6. Write body copy that is interesting and enjoyable to read.
7. Become proficient at proof-reading before submitting for publication.
8. Write action-packed, attention-grabbing headlines.
9. Identify quality photo composition.
10. Take quality photographs and edit them correctly.
11. Market and sell yearbooks and advertisements.
12. Become proficient with a digital camera, On-Line Design, PhotoShop, and a scanner.

**Course Requirements**

Meet page deadlines

Sell advertisements

Design layouts

Write stories and captions

Take photographs

**Work together**

**First Marking Period**

* Determine staff organization
* Prepare a ladder of page by page contents of book
* Finalize plan for theme, cover, endsheets, and divider pages
* Conduct ad sales campaign
* Instruction in layout design, photo editing, and copywriting
* Plan and complete coverage for fall sports, homecoming, and class portraits

**Second Marking Period**

* Plan and complete coverage for fall sports, homecoming, and class portraits
* Bill advertisers
* Maintain updated index
* Complete advertising section

**Third Marking Period**

* Plan and complete coverage of academics, clubs, and student life
* Complete winter sports coverage
* Complete senior portraits and winter homecoming

**Fourth Marking Period**

* Complete spring activities and sports
* Finalize index

**Grading**

The first marking period grade will be based on the selling of advertisements (300 points), the creation of a theme packet and presentation (100 points), and a practice page layout with pictures and captions (100 points). Beginning with the second marking period there will be one or more page deadlines each marking period (100 points each).

**Deadline grades are as follows:**

**Page completed on time (accurate and proofread) = A**

**Page completed up to two days late = B**

**Page completed three or more days late = C**

**Incomplete pages = E**

* Please make sure all yearbook materials are stored in the proper area at the end of each class period. **Please do not leave any materials in the computer lab. Please do not leave your computer unattended with yearbook files open on the screen.**

I have read and understood the syllabus for yearbook class. If you have any questions or concerns please contact Mr. Barrows at 989-635-7425 (extension 44807) or at sbarrows@marletteschools.org

Parent Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_