

# Publications English – Yearbook Production

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## Course Syllabus

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### Course Description

Yearbook creations are challenging processes. They are also project-based learning opportunities for students who will apply communications skills, both written and visual, and use technology to create and market a real-world product of historic value. Students in this course learn about and produce real life products that reflect today's society. Today's yearbooks record events through articles, contemporary layout and design, headlines, captions, graphics, and photos. Students provide picture-perfect memories, as well as accurate historical records. Students on this yearbook staff will be involved in every aspect of yearbook production: writing, creativity, layout and design, technology, finance/ advertising, photography, interviewing, and team dynamics.

### Course Outline

Students will complete the myriad of tasks to create a quality yearbook that reflects the pictorial history of the campus activities for the present school year. The following list is an overview of key duties:

- ***Develop a theme.***
- ***Set up story and photo assignments.***
- ***Create a workable ladder.***
- ***Design cover, end sheets, and title page that reflect the theme.***
- ***Sell advertising and market the yearbook.***
- ***Create designs for each section.***
- ***Organize sale and distribution of book.***
- ***Create a workable ladder.***
- ***Finalize completed computer pages.***
- ***Establish and meet publication deadlines.***
- ***Edit pages.***
- ***Determine story ideas and photo ideas.***
- ***Submit final layouts.***

### Expectations of Yearbook Staff

*This is YOUR yearbook and YOU must take ownership of it!*

It is by students for students. Although as the Adviser, I will facilitate, the staff (under the directions of the editors and business manager) is expected to take charge. I can't wait to watch you learn and grow throughout the year and create an exceptional yearbook! To ensure success, the following is expected:

✓ *Do your job.*

Be a staffer. Be an editor. Do your job. Do not expect others to do it for you, most notably, your adviser. Everyone will have jobs, and all jobs are important components of creating a successful yearbook. Once you know your job, do it well and on time. There is a great deal to accomplish, and your fellow staff members and I are relying on you.

## ✓ *Create a successful yearbook.*

Put as many people as possible on your pages. Make sure that the book is not just a book about your best friends. Let us see the faces of all the students in our school at least twice. List their names and spell them correctly. We will create an index (for staff purposes only) to ensure this happens.

## ✓ *Meet your deadlines!*

Not just the ones Jostens sets, but all the deadlines the editors and adviser set for you (copy rough draft, layout, advertising sells, and every other deadline). Deadlines are set for a reason. Books are scheduled to go through the plant based on the deadlines for each school. Missing the first deadline will snowball into missing the remaining deadlines. Not only is time a factor, but money. If we miss a deadline, we have to pay extra charges. If you are absent on the day of a deadline, you **MUST** find a way to have everything turned in by 5th period. **WE WILL MEET ALL DEADLINES!**

## ✓ *Keep up with your other responsibilities.*

Remember that this is a business. It will do no good to produce the product if you don't sell it. You are required to sell advertising and yearbooks, as well as cover one after-school activity. If you do a good job on the book, then selling should be easy.

## ✓ *Be proud.*

Be proud of the work you do. Make it always your best and you will succeed in yearbook and in life! If you wouldn't purchase the product, how can you ask anyone else to?

## ✓ *Be prepared.*

Bring all materials to class each day. This includes, but is not limited to calendar, folders, idea book, flash drive, and pen and/or pencil. A positive attitude, creativity, strong work ethic, and dedication are also required daily!

## Evaluation

Grades are based on the following:

- **effort and quality of completed work (this includes tutorials and introductory assignments) • quality completion of individual and group assignments**
- **meeting the staff established deadline schedule (failure to meet a deadline results zero points on the assignment)**
- **achieving the specified goals set for each grading period**
- **section and/or page development**
- **writing stories, captions and headlines**
- **creativity and design**
- **editing**
- **participation in advertising and yearbook sells**
- **participation in event coverage (photos, interviews, and copy/captions)**

**(Class Participation 40%, Page Assignment Deadline (project) 30%, Quiz/Test 30%)**

If you work efficiently, stay on task, and remain focused, you should have no problem completing your work during class (with the exception of covering after-school events). This course also requires teamwork and dedication; thus, attendance and punctuality is essential.