

## Course Syllabus for Yearbook Journalism

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**Yearbook students are responsible for writing, editing, designing and laying out *Aplomado*, Pebblebrook's student yearbook.**

### Overall Course Goals:

- A. To produce a high quality yearbook as an end result of instruction and expansion of student skills.
- B. To teach organization, planning, successful group dynamics and leadership.
- C. To study yearbook coverage and audience needs.
- D. To teach time management skills.
- E. To examine press law and legal issues related to yearbook coverage and production.
- F. To teach principles of photojournalism.
- G. To teach writing and reporting techniques.
- H. To teach copy editing and proofreading of written materials.
- I. To teach layout and design concepts.
- J. To teach advertising and marketing concepts.

### Grading Formula:

Each yearbook student's semester grade will be determined using the following formula:

**20%-40% Participation (Class Blogs):** There is always something to do in Yearbook, but due to the unique nature of the class it is sometimes difficult to determine a student's productivity. Students will record their weekly activities in staff blogs. These blog updates are to be posted at least once a week. Students are responsible for blogging without being asked or reminded. Occasionally, the adviser or editorial staff may ask staff members to blog about special topics. These blogs will be advertised on the PebblebrookPress website and will be available to the public.

**20% Job Performance (optional):** Yearbook students will be given the opportunity to apply for specific leadership positions and jobs in addition to their role as staff members. The job performance grade is determined by student and teacher, jointly. Teacher observation and weekly blog updates will contribute to this grade. *Accepting a job is a commitment; failure to follow through with this commitment will have an impact on grades. Leadership positions will often require after school commitments. Repeated failure to follow through will result in removal from the job and/or staff. Do not accept a job if you are not willing to commit.*

**20% Assignments:** Yearbook students will be required to complete feature ideas, quizzes and yearbook copy. Yearbook copy is graded on content and mechanics/style. *Content is worth 50% and is based on research, interviews, accuracy of information, effort shown in writing, etc. Mechanics and use of the BrookSpeak Stylebook and AP Stylebook account for the other 50 percent.*

**20% Photography/Graphic Design:** Students are required to ensure that photography or art is turned in with each story (Notice that this does not say that the student must create the photography or art). Students are simply required to ensure that it is turned in for publication. Students who steal copyright protected work will receive a zero.

**10% Advertising Sales:** Yearbook staff members are expected to raise at least \$300 through patronships or the sale of advertising. If a student is unable to meet this requirement, he or she may choose instead to complete a research paper dealing with a topic related to journalism's relationship to marketing and advertising.

**10% Final Exam:** The final exam will draw from all of the concepts learned through the process of creating the yearbook. Concepts include but are not limited to writing, photography, A.P. Style, design, graphic arts, marketing, etc.

### MATERIALS NEEDED:

1. Pen/Pencil
2. Reporter's Notebooks
3. Stylebook
4. Voice Recorder
5. Digital Camera (5 megapixel or higher)
6. Headphones

### LATE WORK POLICY:

Deadlines are deadlines. If a student is absent, he or she is still responsible for turning in work on the day it is due. Work may be delivered to school or sent by email. Students turning in work late will be penalized 10 points per day.

### TARDY POLICY:

To avoid being counted tardy, *students must be seated and ready for class when the bell rings*. School policy states that students may receive warnings, teacher detentions, Saturday school, in-school suspension and out-of-school suspension for repeated tardiness.

### ACADEMIC INTEGRITY:

*Cheating is considered a serious matter. The parents of a student who has been involved in cheating will be notified and the student will receive a grade of zero for the test or evaluation period, and a grade of U in conduct.*

For this course, cheating is defined as, but is not limited to, the following acts:

- Copying anyone's answers to questions, exercises, study guides, class work or homework assignments
- Taking any information verbatim from any source, including the Internet, without giving proper credit to the author, or rearranging the order of words and/or changing some words as written by the author and claiming the work as his or her own, i.e., plagiarism.

**SYLLABUS ACKNOWLEDGMENT**

**TEACHER: Stroud**

**COURSE: Yearbook**

- I have read the parent letter and understand the academic integrity policy.
- I have reviewed the class syllabus and understand the grading policy.
- I give permission for my child to view the listed movies that are related to the curriculum of the class.
- I give permission for my child to read the class parallel readings noted in the syllabus.
- I am willing to be contacted by email, phone, and regular mail regarding my student's progress

Student Name: \_\_\_\_\_

(Please print)

\_\_\_\_\_  
(Student's Signature)

\_\_\_\_\_  
(Parent's Signature)

\_\_\_\_\_  
(Parent's Email)

**RETURN THIS FORM WITH BOTH SIGNATURES BY THE END OF WEEK ONE.**

**Please feel free to contact me if you have any additional questions or concerns.**