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Course Description: In this course students will gain skills in page design, advanced publishing techniques, copywriting, editing, and photography while producing a creative, innovative yearbook which records school memories and events. There is an emphasis on journalism skills in this class. Participants gain useful, real world skills in time management, marketing, teamwork, and design principles.

Instructional Philosophy: Students will be given challenging real world projects and assignments typical of the graphic design and publishing industries. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction. Classroom activities will include reading, research, projects, and problem solving. Students will often work in teams, but will be expected to complete individual assignments in relation to the team's work. Assessment methods will include written exams, tests, and quizzes; oral and written research reports; reading assignments; and projects.

Course Goals:

1. Students will learn marketing skills and yearbook funding that includes after-school candy sales and advertising sales.
2. Students will learn publishing industry terminology and become familiar with publishing software.
3. Students will learn copywriting techniques.
4. Students will work with various types of print production equipment including cameras, computers, and scanners.
5. Students will apply computer skills and design principles to the production of yearbook pages.
6. Students will take ownership of the many tasks associated with producing an award-winning yearbook.

Course Outline:

Program Area 1: Introduction to Graphic Design and Publishing Industries

Students will be introduced to the graphic design and publishing industry through magazines, internet, etc.

Program Area 2: Introduction to Equipment

Students will use multimedia elements to create the yearbook with graphic design software. Students will be introduced to each piece of equipment tied to page production: computer, scanner, printer, camera, etc.

Program Area 3: Elements and Principles of Design

Students will learn about design elements through production of a finished yearbook. Students will learn about color, shape, space, balance, eyelines, contrast, variety, emphasis/dominance, harmony, repetition/pattern, and unity.

Program Area 4: Journalistic Writing

Students will learn about journalistic writing (story and caption writing) through the production of a finished yearbook.

Program Area 5: Typography

Students will maintain a consistent typographic theme throughout the yearbook production process. Students will learn about typefaces, typographic measurement, typographic standards, typographic guidelines.

Program Area 6: Creating and Editing Images for Print

Students will learn when to use particular image formats for yearbook. Students will learn about formats, resolution, ethics, and copyright laws.

Program Area 7: Leadership

Students will participate in leadership activities such as: good attendance, school involvement, time management and organization, and will perform other leadership tasks within the classroom and school.

Text & Materials: Students will work extensively with an online publication site by Jostens called Yearbook Avenue (YBA). They will also become familiar with the Adobe Creative Suite design application Photoshop and Illustrator.

Work Expectations

- Students are expected to work on yearbook assignments during class time. You should leave this class at the end of the year with marketing and production skills. There is always something to do.
- Deadlines are non-negotiable. If you repeatedly miss deadlines, you may be subject to dismissal from yearbook class.
- Yearbook is a marketing and production class and we want to create and sell the best product. It is your responsibility to make certain that you have put every effort forward to create and sell the best quality product we can create. As such, students will:
 - Complete all assigned pages.
 - Include names of every person on every photo.
 - Insure that 100% of names are spelled correctly.
 - Design to the proper specifications.
 - Follow the correct theme.
 - Take pictures as assigned in a variety of activities during and beyond the school day.
 - Complete all miscellaneous assignments and projects.
- Work doesn't stop when class ends. Students are expected to participate in outside-of-class activities. To produce a complete yearbook, students will be required to attend school activities to take photographs and gather information to be used in the yearbook. Due to the nature of publishing deadlines, students will be expected to work periodically before or after school and on weekends as needed to meet publishing deadlines.
- Business ads:** Each staff member is expected to sell ads (\$300 worth). **You will receive a grade for ads sold (or not sold): 0=\$0, 1=\$150, 2=\$250, 3=\$350 and 4=\$450.** We will schedule some staff blitz times where we will travel together to sell ads. You will also be able to sell ads individually. EVERYONE on staff will be given some repeat advertisers to sell to first so that we all have success. Business ad sales are a group effort.
- Daily classroom procedures will be explained to you.

Quarter

Assessment

Production 50%, Participation 50%

Production Items Include:

- yearbook spreads
- business ad sales

Participation Items Include:

- weekly participation grades
- photography assignments
- quizzes, tests, exams
- design assignments

What does a letter grade actually mean?

- D Grade (1 pt):** Fails to meet the minimal expectations of the assignment.
C Grade (2 pts): Meets the minimal expectations of the assignment.
B Grade (3 pts): Exceeds the minimal expectations of the assignment.
A Grade (4 pts): Exceeds the minimal expectations of the assignment and demonstrates superior journalistic skills.

Expected Behaviors:

- On time daily.
- Cooperate with others.
- Follow rules and procedures.
- Use appropriate language and behaviors.
- Show respect and courtesy toward all students, staff and guests.
- Participate and complete classroom activities.
- Participate in all out of class activities and assignments.