

## Pasco High School Yearbook-Journalism 1-3

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**Mrs. Rebekah Wallace**

**Room 18-702**

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**Online Yearbook Design site:** [walsworthyearbooks.com](http://walsworthyearbooks.com)

Welcome to Yearbook-Journalism! Yearbook is a fun but challenging class. Being a member is a huge responsibility, but by the end of the year you have produced a piece of history valued by students, staff, and the community.

### Course Description

- “Yearbook” is an elective, extracurricular course that gives students marketable experience in print media publishing. This course works toward the completion and selling of a large finished product, Pasco High School’s Yearbook, *The Captain’s Log*. For 2015, we produce our first 3D yearbook, using Aurasma!
- Yearbook class is different from many courses taught at this school in that it is a real business maintaining an account that must balance-out at the end of term. In class, students compose, construct, and edit all elements of computerized text layout, graphic art, and digital photography. Students work on many clerical operations, make announcements, maintain signs, conduct student polls, etc.
- “Yearbook” is a **monetary business**, and therefore students must cooperatively work with others, must be industrious, and be eager to be creative. It is important to remember that this is a class it is also considered a club AND an extracurricular activity. Just as in sports or other extra curricular activities **you are REQUIRED to spend additional time outside of class (before school, lunch, after school, and/or weekends)**. Out of class and after school, students will “shoot” digital photos, sell and design advertising, plan spreads, write captions and copy (aka: stories) and disseminate yearbook order forms.
  - There will be limited time for using the classroom and computers on campus outside of the school’s normal operating hours. Therefore, it is imperative that students make the most of their in class time to complete their work.
- Students are responsible for the proper care and handling of our computers, software, and digital cameras. This course also examines legal and ethical issues of media law and copyright.

### Major Instructional Goals

#### **Students will:**

- Identify and report news-making events; incorporate journalistic forms, techniques, and knowledge to document a year in the history of Pasco High School, its community, and outlying community in print.
- Assess writing/visual documentation for fact and opinion.
- Produce layouts, photographs, graphic design, digital imaging, and manage the production the Pasco High yearbook, as appropriate to staff assignment/position.

### Class Information:

#### **Supplies**

- Students must bring the following items to class each day: **Yearbook Binder, 4 Gig Flash Drive, assignments** (ie: photos from the game the night before or a story you were working on over the weekend), and **calendar or PHS planner**. If you are using your own camera, laptop, etc. please also bring that equipment. If you are unable to get these items please come talk with Mrs. Wallace and I will try help you.

## Grading

- Your grade is based on many things, though primarily based on your layouts. Your layouts will be evaluated based on photographs (are they recent? Appropriate? Do they show an accurate description of PHS?), development of story, deadline (either you meet it or you don't), and captions. You will also get a production grade based on effort, quality, and professionalism. In this class students will often be grading one another. While the teacher will have the final say on all grades, the Section Editors will often be evaluating your work and recommending grades. You are accountable to your Editors, Section Editors, and Mrs. Wallace for your final projects. Grades are calculated in following categories:
- **10% Ad Sales/Marketing**- Students will be required to go on at least 2 ad sales calls during the first semester. You must go with a partner. You will need to have the owner of the company fill out the "verification" form regardless of whether they purchase ad space. There will also be ad call days, where you follow up via phone with businesses you have contacted. You will earn points for going on the sales call, and you can earn credit for actually making the sale! The staffer who sells the most ads will receive a prize.
- **20% Spread/Layout Design Completion**- Spreads will be assigned throughout the semester, and specific grading rubrics for each spread will be available at the time the spread is assigned. Because our yearbook is directly tied to specific deadlines set by our publisher, any spread that fails to meet deadline may not be eligible for credit (*if you miss deadlines you may not pass the class!*). Missing deadline is extremely costly for the yearbook and can severely hurt your grade.
- **10% Photography/Videos**-Taking a minimum of 100 photos per event, editing photos, uploading photos into online design. Videos should be planned out, storyboarded in some cases, a minimum of 30 seconds, edited for our in yearbook ads or for Aurasma 3D videos within our yearbook.
- **10% Tests/Quizzes**- Include Vocabulary quizzes, Online design quizzes, Unit tests, and semester exams (10% of 2<sup>nd</sup> & 4<sup>th</sup> Qtr grades)
- **20% Classwork/Interviews/Copy**-Includes guided practice, Research prior to an interview, the writing of interview questions, writing of body copy, captions, and headlines.
- **10% Editing/Proofreading**-Proper spelling and grammar are a MUST. Your editor and section editors are here to help you, but you will be required to have AT LEAST 2 classmates read and correct any written work before giving to the adviser to grade. Correctly spelling names is a yearbook tenet!
- **10% DEADLINES**- Deadline due dates are for the most part inflexible! If you are late completing a spread, getting photos, conducting an interview, you cause a production chain reaction shut down that can potential cost us money and delay the publishing and distribution date of the yearbook. Work steadily. Procrastination does not work in yearbook.
- **10% Participation/Professionalism**- Production of the yearbook is a team effort. Without everyone's participation, we will not be able to turn out a quality book on time. Both the teacher and your editors will determine your participation grade, however, the teacher will have the final say in your participation grade. Participation includes SHOWING UP for events and interviews that you are assigned. You are a representative of Pasco High School, and specifically the yearbook program. As such, you need to conduct yourselves in a professional manner when covering events or conducting interviews. This includes dressing appropriately and within school dress code at all times. Special Note: Social Media is a powerful tool has be an asset to our yearbook program. Interest has piqued and sales have increased by posting sneak peeks of some of our coverage to let our school and community know that yearbook is everywhere, which makes it relevant to our potential buyers. That said, vulgar, bullying, demeaning, complaining, and posting of degrading material, opinions, or rants about fellow staffers, the adviser, and business, a source, and event that you attend for yearbook will not be tolerated. Once it is online; it is no longer private. Again, you are representing Pasco High School and your community.

## Daily Schedule

- Each day we will begin with the editors and/or teacher sharing updates, new info, lesson plan, assignments, etc. All students are expected to be seated at the time the bell rings. **No one is to leave the classroom for any reason without permission of the teacher.** If your work requires you to leave the classroom during class, you must first obtain a pass before leaving. If you choose not to follow this rule your participation points for the day will be a zero.

- Yearbook is both an extracurricular class and a club. ***It requires a considerable amount of work to be done outside of class time.*** From time to time you will be required to stay at lunch or work after school to work on the yearbook spreads, and assist students who may be falling behind. However, you must use your class time wisely because there will only be a limited number of days that the classroom is open for use after school. You will be required to attend school events, use after school and weekend time for assignments, ad sales, etc. **If you have any concerns about the time commitment that yearbook requires, please see Mrs. Wallace immediately!**

### **Behavior**

- You are expected to conduct yourself with the highest level of good behavior at all times in the yearbook class room, while on campus, and while out representing PHS. If your behavior becomes distracting or unsafe at any time you will be asked to leave. If you are asked to leave during class, this will negatively impact your participation grade. In addition you will be subject to any punishment imposed by administration.
- Cell phones are not to be used for personal business during class. Often it is necessary to use a cell phone, iPod, or other electronic device to obtain a picture, use the Internet, communicate, etc. However, if electronics are being used for personal use during class (ie: sending a text to make weekend plans). Listening to headphones will be permitted at certain times, as long as it is not interfering with your work.

### **Staff Responsibilities**

- Store work in progress and tools or supplies in the appropriate areas. **DO NOT LEAVE ANY MATERIALS OUT!** Please shut down your computers before leaving the room. Many of the yearbook ideas are to be kept “secret” from the rest of the student body. Other students may use the yearbook room, and we need to protect our product. **The class will not be dismissed until ALL areas are cleaned, all materials are put away AND all computers are shut down.**
- Do not take personal pictures when doing yearbook photography. Remain professional when you are on assignment. **NO POSED PICTURES!**
- You are responsible for meeting EVERY deadline of your assignments. If you do not meet your deadlines your grade will be decreased and you may not pass the class!
- Do not abuse your yearbook privileges!
- Use of technology (digital cameras, iPhones, laptops, desktop computers, software, etc.): Students are expected to use equipment responsibly. No consumption of food or drink will be tolerated around computers. (Equipment use agreement is attached.)

### **Absences and Tardiness**

- Yearbook operates as a business; therefore, you need to be here and ready to work on a daily basis. If you are absent on the day of a deadline, you **MUST** find a way to have everything turned in by 5th period on the day of the deadline. There is a great deal to accomplish and your fellow staff members are relying on you. You earn 10 points of participation points each day for showing up and doing your work. Students on School Approved/Required Activities (Field Trip, etc) will be compensated for these points. While you may feel that you can better complete your work at home, this is a team and we all need to be in the classroom working together for our final product to reflect the entire team! Being absent too many times will affect your grade.

### **Tardy Policy**

- Students whose entire bodies are not fully across the threshold line by the time the bell stops ringing and who do not hold a valid pass are late to class and will be marked tardy. The door remains locked at all times, for student safety. If the door is locked, knock quietly, and wait patiently to be admitted to class.  
***Please Note: Repeatedly banging on the door because you are late will not admit you to class sooner. It will only result in disciplinary action for causing a classroom disruption.***

#### ***When coming in Tardy...***

- Students are to SIGN the TARDY LOG, and record the time they entered the room.
- If a student does not sign the tardy log he/she will continue to be marked absent for the class period. Excessive absences affect your eligibility to participate in sports, club field trips, dances, pep rallies, and other extracurricular activities.
- Students who accumulate 5 tardies within a 10-day period will have parents contact and be referred to admin.

2014-15 YEARBOOK CONTRACT

Last Name, First Name \_\_\_\_\_

Students & Parents: PLEASE READ, INITIAL, SIGN, and RETURN this page to Mrs. Wallace by Friday, August 22<sup>rd</sup>

Students: Initial the 1<sup>st</sup> blank & PARENTS: Initial the 2<sup>nd</sup> blank:

\_\_\_\_\_ I have read, I understand, and agree to the terms outlined in this syllabus.

\_\_\_\_\_ I understand the importance of being in class and being on time. For whatever reason, when absent, I will call or email the adviser and/or editor to report my absence so alternate plans can be made for deadlines and materials may be located. I will be on time and prepared to work each day in class.

\_\_\_\_\_ I will meet all deadlines assigned to me, and will communicate immediately to the adviser and/or editors if circumstances beyond my control (i.e. weather, cancellation of an event, failure of another staff member to complete his/her assignment, etc.) prevents my assignment from being completed.

\_\_\_\_\_ I will sell advertising to support the financial structure of the publication. This may include emailing businesses, calling businesses, and visiting businesses to sell ads.

\_\_\_\_\_ I understand I will be devoting time outside of class (including nights and weekends) in order to complete assigned tasks by deadline. I will fulfill my assignments during those times.

\_\_\_\_\_ I WILL NOT use Social Media to POST ANY YEARBOOK OWNED PHOTOS, unless authorized by the Advisor. I understand that this behavior may result in possible removal from the course.

\_\_\_\_\_ I WILL NOT use Social Media to POST ANY NEGATIVE COMMENTS about any yearbook staff members, as this creates a hostile working environment. I understand that this behavior will result in disciplinary action and possible removal from the course.

**Digital Camera/Technology Usage:**

Students are expected to be responsible for school-owned equipment used in journalism including but not limited to digital cameras, lenses, flash drives, SD cards, film cards, batteries, scanners, camera bags, computers, and software. **I understand that my child will be required to pay for lost, broken, or damaged equipment if equipment is lost, broken, or damaged while checked out to my child.** Digital cameras are valued from \$300 to \$2,000; lenses are valued at \$450-\$1,000. Computers are valued from \$500-5,000. Camera repairs start at \$400 minimum; these are not minor costs. Camera, technology, and computer equipment must be cared for in a businesslike manner and misuse will not be tolerated. Students are permitted to bring their own equipment to school and on assignments; however it is NOT covered or insured by PHS, Mrs. Wallace, or Yearbook. **Please bring and use your own equipment at your own risk.**

**Please initial the following: Students & Parents:**

\_\_\_\_\_ I understand the importance and value of yearbook equipment (cameras, lenses, laptops, etc.). I will treat equipment with respect and will not leave equipment unattended by me at any time while in my care. Should I lose, neglect, or abuse the materials, I will pay to replace or fix the equipment. I understand that this may mean the class is without equipment and this may harm the production of the yearbook

**When you have read the entire syllabus and contract, please sign below. Return to Mrs. Wallace by Fri, August 22 . Email [erwallac@pasco.k12.fl.us](mailto:erwallac@pasco.k12.fl.us) with any questions/concerns.**

*I understand and agree to this syllabus and contract. By signing I state that I have no questions and fully understand.*

(Student Name) \_\_\_\_\_ (Student Email) \_\_\_\_\_

(Student Signature) \_\_\_\_\_ (Date) \_\_\_\_\_

(Parent/Guardian Signature) \_\_\_\_\_ (Date) \_\_\_\_\_

(Parent/Guardian Email) \_\_\_\_\_

(Parent/Guardian Phone) \_\_\_\_\_