**Yearbook**

**Ms. Samuel**

**Course Description**

Yearbook is a production class that pulls together a variety of skills. You will learn how to produce a publication in a *student-directed*environment. The work done in yearbook class will result in a quality yearbook that reflects a pictorial history of the campus activities for the present school year. The following list of tasks for yearbook is extensive, but not all-inclusive.

* Learn to navigate and manipulate the Herff Jones yearbook software
* Develop a theme
* Design a cover, end sheets, and a title page that reflects the theme
* Create master designs for each section
* Set up type specs and graphic elements for each section
* Take, edit, and choose pictures for your assigned yearbook spread
* Organize sale and distribution of book
* Sell advertising
* Edit pages
* Finalize completed computer pages
* Establish and meet publication deadline

**Important Dates**

* Monday, 11/11/13: Yearbook Cover Due
* Monday, 2/10/14: 18 Yearbook Pages Due
* Monday, 2/24/14: 20 Yearbook Pages Due
* Monday, 3/31/14: 24 Yearbook Pages Due
* Monday, 4/28/14: 28 Yearbook Pages Due
* Monday, 5/12/14: 10 Yearbook Pages Due

**Your Duties**

You will be assigned positions of various degrees of leadership and responsibility. You are also assigned the responsibility of design, layout, and completion of a certain number of pages in the yearbook. **Great importance is placed on the ability to complete layouts before the deadline with minimum supervision. Many projects are performed in groups or partnerships emphasizing cooperation and teamwork. Responsibility for organizing time and duties is essential to the success of yearbook.**

Your responsibility as a member of the yearbook staff is to (1) turn out quality pages and (2) make your deadline. Wasted time is your biggest enemy! Even though your deadline may be several weeks away, if you use your time wisely, you will find that there is enough work to do to keep you working for the majority of our class periods.

Participating in the yearbook staff will require you to give your own time in order to ensure that we have a successful yearbook. You will be asked to take pictures at afterschool events, during lunch shifts, and in teachers’ classrooms while they are conducting class. Additionally, as deadlines approach, you may need to work outside of class time in order to complete your pages.

There are five primary yearbook duties:

1. **Selling Ads and Advertising Yearbooks**
2. **In-Depth Writing**: Copy writing (past tense) includes a catchy “lead” answering these questions: who, what, where, when, why, & how, followed by supporting paragraphs. Present tense caption writing tells a complete short story, identifying all individuals by name and grade.
3. **Excellent Photography**: Interesting photos tell a story, capture a moment, and show emotion. You will take specific, assigned photos, and are responsible for all pertinent information and gathering quotes.
4. **Creative Layout & Design**: It’s all about design – putting all the graphic elements into a great-looking layout! You will gather all graphic elements and photos and add them to the pages in the Herff Jones templates, paying careful attention to all layout details, fonts, and colors.
5. **Deadlines & Proofing**: The yearbook process involves many steps and many people, each one bearing the responsibility of deadlines and proofing. You must meet all deadlines and give the time and attention that is needed for accurate proofing.

**Standards of Conduct**

* Yearbook staff are allowed a great deal of freedom in order to work on gathering pictures for yearbook spreads and to sell yearbooks. Please protect our reputation and our privileges.
* Treat others with respect and dignity.
* While individual work is necessary, working as a team is essential.
* Maintain computer equipment, provided cameras, and yearbook passes.
* Clean, organized work areas promote a good working environment.
* Attendance and punctuality to class and adherence to all deadlines is of paramount importance.

**Equipment Policy**

**Never EVER let a digital camera out of your sight. Do not put a camera in your locker or leave it in your car. Do NOT lend it to ANYONE – not even for a moment. Keep the camera strap around your neck at all times.**

You must check out cameras and other forms of equipment before use. You are responsible for any damaged, lost, or stolen equipment that you check out. Return equipment directly to Ms. Samuel, and only to Ms. Samuel. Do not hand off yearbook equipment to another staff member without first checking it in and allowing the other staff member to check it out. **You are responsible for re-charging batteries after you use the cameras.**

**Grading**

The ultimate evaluation or grade in yearbook class is the final product when it is delivered to our customers and meets their satisfaction. However, to determine the “grade” that appears on your report card, I consider not only the categories below but also meeting deadlines and attendance. This is one class where **success depends on everyone doing his/her job** – if the picture isn’t taken or information isn’t gathered or copy isn’t written, a deadline may be missed and that reflects on the entire staff. A team effort is required and therefore, a cooperative, responsible attitude is essential.

Attendance in this workshop-style class is also important. All copy and layouts should be ready to check on by all posted deadlines. Allow yourself plenty of time to rewrite copy, process photos, gather scoreboards, etc. Plan on unforeseen complications – equipment malfunctioning, coaches being absent, students not identified in pictures, etc. All cause delays which affect the delivery date of the yearbook. Missing deadlines results in fines being charged to the school. **Deadlines absolutely, positively must be met.**

**Grading is based on your ability to perform the required tasks, on time, with minimum supervision.** While there may be some free time in which to work on the computer or homework, it is your responsibility to make sure that all class related responsibilities are completed FIRST. Your grade will be affected if time management becomes a problem.

The following also comprise your grade:

* **Daily Grade:** You are responsible for completing a column of the daily grade sheet for each day that you are in yearbook. This sheet MUST be turned into the fourth hour bin at the end of each class period. You will receive it back the next day. Daily grades are worth five points per day. If you are late (no matter the reason) you must sign the tardy binder at the front of the room. For every unexcused tardy, you will lose 3 out of 5 of the participation points you can earn for that day.
* **Yearbook Spreads:** For every section of the yearbook for which you are responsible, you will receive a 100-point grade. You will be provided with a rubric for this grade before you begin your spread. Late spreads automatically forfeit one letter grade for every day they are late.
* **Employability Standard:** Completed in a conference with the teacher each six weeks, these standards will provided feedback on your performance in class. This is worth a 60 point grade every six weeks.
* **Miscellaneous Activities:** As we go through the year, you will complete a variety of tutorials and activities to strengthen your yearbook skills. You will receive a point value and rubric for these assignments as they are presented to the class.