

Sharyland High School

ADV Journalism I-V Syllabus

Teacher: Mrs. Pat Coleman

Location: Room 122

Conference: 3rd block

Contact: 956-580-5300 x1141, pcoleman@sharylandisd.org

After School Meetings: Tuesday and Wednesday 4:15pm – 4:45 pm

Welcome! I am very pleased that you have chosen to participate in this class. You are now staff members of *The Rattler*, SHS yearbook or *The Cobra*, SA3 yearbook. Remember, we are all working towards a common goal: YOUR SUCCESS. We will be spending the next eighteen weeks together, so let's work hard to get along with each other in order to make this an enjoyable learning experience. I welcome any suggestions to make this class a productive and challenging experience for all of us.

Course Description

This course is designed for students who want to participate in the production of the school yearbook, The Rattler, and learn general publishing skills. Students should expect to learn all phases of yearbook production and will be responsible for the development of the theme idea and completion of a certain number of assigned page layouts. Page layout assignments include: collecting and taking photographs, conducting interviews, writing captions and stories, organizing the information in to well-designed page layouts, meeting deadlines, and editing the pages for spelling errors and misinformation. Students learn skills that range from using computer software programs such as Adobe Photoshop to using equipment such as scanners and digital cameras. In addition, students will learn journalistic ethics and standards to provide fair and balance coverage. To ensure The Rattler's success, students will also learn organizational skill, time management and teamwork. Out of class time and after school time will be required. Teacher consent, through an application, is required to take this class.

The Role of the YEARBOOK

1. Memories
2. Reference
3. History
4. Public Relations
5. Education

Sign up to Remind

Enter this number: 81010

Text this message: @yb20shs

Responsibility Students are assigned positions of various degrees of leadership and responsibility. Students 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 personal time and duties is essential to the success of the yearbook.

Grading Policy

40% Daily Grades (daily work, page progress)

60% Major Grades (projects, deadlines)

Materials

1. Small Spiral Notebook/Composition book – this will be your reporter's notebook
2. Folder – for class work & notes, keep everything for reference purposes. Will not be graded.
3. Pen (blue or black only) and pencil
4. SD media card – to use with digital camera



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What We Do

- Develop a theme unique to this year. Design cover, end sheets, dividers and title page that reflect the theme.
- Create master designs for each section using Jostens Yearbook Avenue online program · Set up type specs and graphic elements for each section
- Organize marketing and distribution of book
- Plan coverage to showcase students in and out of school
- Learn photography skills that produce storytelling photos using various composition techniques
- Finalize completed computer pages · Establish and meet publication deadlines · Edit pages

30 Real World Skills

- | | | |
|------------------------------|---|-------------------------|
| 1. Budget Planning | 11. Photo Editing | 21. Communication |
| 2. Promotion and Advertising | 12. Graphic Arts | 22. Leadership |
| 3. Marketing | 13. Public Relations | 23. Time Management |
| 4. Selling | 14. Media Law | 24. Project Management |
| 5. Customer Relations | 15. Design | 25. Problem Solving |
| 6. Market Research | 16. Business Software | 26. Writing |
| 7. Concept Brainstorming | 17. Desktop Publishing | 27. Photography |
| 8. Reporting | 18. Photo-Editing Software Applications | 28. Team Building |
| 9. Researching | 19. Online Design | 29. Conflict Resolution |
| 10. Copy Editing | 20. Online Research | 30. Public Speaking |

Remember

- Take pride in the staff...we are an elite organization. Please protect our reputation and privileges. Above all maintain the integrity of the publication. While individual work is necessary, working as a team member is essential.
- Maintain computer equipment, provided cameras and press passes. Clean, organized work areas promote a good working environment.
- Attendance and punctuality to class and to all deadlines is paramount.

Statement for Academic Dishonesty:

Academic integrity is fundamental to the activities and principles of our school. No student shall cheat or copy the work of another. Plagiarism, the use of another person's original ideas or writings as one's own without giving credit to the true author, will be considered cheating, and the student will be subject to academic discipline that may include loss of credit for the work in question.



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