

Yearbook
Tulahoma High School
Course Syllabus 2013-2014
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Course Description: In this course students will gain skills in one or more of the following areas: page design, advanced publishing techniques, copy writing, 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.

Course Goals:

1. Students will learn publishing industry terminology.
2. Students will become familiar with Design software.
3. Students will work with various types of technology to produce a “book of memories” such as digital camera, computer, and scanner.
4. Students will apply computer skills and design principles to the production of yearbook pages.
5. Students will learn copy writing techniques.

Class Requirements:

Students will:

- o Complete all assigned pages
- o Include names of every person on every photo
- o 100% names spelled correctly
- o Design to the proper specifications
- o Follow the correct theme.
- o Shoot (take pictures) as assigned at least 5 times per semester
- o Complete all miscellaneous assignments and projects

Journalism: Grades 9-12 Content Standard: The student will understand and utilize oral, written, and visual communication.

Goal Statement: The primary goal of any journalism program should be for students to improve oral and written communication skills. Many high school students seek opportunities to explore career possibilities in the media. Journalism programs should offer students many opportunities to excel in a variety of areas.

Learning Expectations:

Oral

- Demonstrate speaking, listening, and research skills which will facilitate interviewing and other oral communication activities.
- Demonstrate appropriate language skills, demeanor, and attire to cultivate success and good public relations.
- Demonstrate appropriate interviewing techniques.
- Apply terms and expressions common to the industry to speaking, listening, and writing activities.
- Apply legal and ethical journalistic standards to all journalism activities.

Written

- Demonstrate appropriate language usage skills and research techniques.
- Demonstrate appropriate journalistic writing style for various media.
- Recognize the difference between fact and opinion and its appropriate use in media production.
- Use computers (if available) to compose, edit, and revise work for publication.
- Write for an intended (prescribed) audience, recognizing the importance of ethics in information gathering and reporting.
- Demonstrate editing and revision techniques to produce work suitable for publication/ production.

Visual

- Exhibit a working knowledge for roles and procedures of management and production of various media.
- Demonstrate knowledge of business management including advertising, circulation, and/or bookkeeping procedures.
- Understand and utilize standard principles of related areas to enhance visual appeal.
- Create visual effects by utilizing graphic designs, either technologically generated (if available) or original work.
- Demonstrate knowledge of layout and design procedures by incorporating consistency of style using a desktop publishing system (if available), traditional methods, or a combination of both techniques.