

[7th - 8th Grade Yearbook] Syllabus

[Hogan] – Lake Dallas Middle School

Semester 1, Fall 2025

Welcome to Lake Dallas Middle School! This syllabus outlines the course plan for your child's class this semester, including key topics, expectations, and how you can support their success. As required by Texas law (Senate Bill 12), this document serves as the instructional plan and is available for your review. I look forward to working with you and your child!

Contact Information

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- **Conference Time:** [1:42–2:27 PM, Monday–Friday]
- **Best Way to Reach Me:** Email or reach out through Parent Square.

Course Description

In this hands-on elective, students will create the 2025–2026 school yearbook using Jostens' **Yearbook Avenue** online platform. The course covers photography, design, layout, writing, interviewing, teamwork, and deadlines. Students will collaborate to plan, design, and produce professional-quality yearbook pages and assist in promoting and selling the book to the student body.

Course Objectives

By the end of this course, students will be able to:

- Use **Yearbook Avenue** to design professional page layouts.

- Apply journalistic writing techniques to captions, headlines, and articles.
 - Use basic photography principles (composition, lighting, subject).
 - Conduct interviews and gather accurate quotes.
 - Understand and apply basic design principles (contrast, alignment, repetition, proximity).
 - Meet production deadlines and collaborate effectively in teams.
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Materials Needed

- School-issued IPAD
 - Notebook and pen/pencil
 - Yearbook Avenue login credentials (provided)
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Major Units & Timeline

Unit 1: Week 1–2: Introduction to Yearbook Journalism

- What is a yearbook? Purpose and audience
- Elements of a good yearbook spread
- Introduction to Yearbook Avenue dashboard
- Ethics and responsibilities of journalism

Unit 2: Week 3–4: Theme Development & Ladder Planning

- Brainstorming and choosing a theme
- Ladder diagram planning (assigning pages)

- Cover and section divider planning
- Roles & responsibilities assigned

Unit 3: Week 5–6: Photography Basics

- Photography composition (rule of thirds, leading lines, angles)
- Photo ethics and permissions
- Uploading and organizing photos in Image Library (Yearbook Avenue)
- Photography scavenger hunt assignment

Unit 4: Week 7–8: Writing for the Yearbook

- Writing effective captions, headlines, and short articles
- Interviewing skills and practice
- Attribution and accuracy
- Begin writing and editing for selected pages

Unit 5: Week 9–11: Design & Layout Skills

- Intro to Yearbook Avenue Page Designer
- Using templates, grids, fonts, and color palettes
- Designing spreads in line with the theme
- Peer critiques and feedback

Unit 6: Week 12–14: Page Production & Editing

- Complete rough drafts of spreads
- Peer and advisor feedback

- Proofreading and copy editing
- Finalizing photo selections and captions

Unit 7: Week 15–17: Marketing & Sales

- Yearbook sales campaigns (posters, videos, announcements)
- Using Yearbook Avenue Sales Tools
- Planning events or promotions (e.g. Yearbook Photo Day, Contests)

Unit 8: Week 18: Final Reflections & Celebration

- Class presentation: “Behind the Yearbook”
- Reflective writing: What I Learned
- Yearbook Team Certificates
- Submit final spreads (if applicable)