

Yearbook Syllabus

Instructor: Mrs. Marciano

Room: 1118

Email: kmarciano@genvalley.org

Course Description: In this course students will gain skills in page design, advanced publishing techniques, copywriting, editing, and photography while producing a creative, innovative yearbook which records school memories and events. Participants gain useful, real world skills in time management, marketing, teamwork, and design principles. Confidentiality is of the utmost importance in Yearbook. The Yearbook must remain confidential and a secret until distribution day.

Instructional Philosophy: Students will be given challenging real world projects and assignments typical of the graphic design and publishing industries. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction. Classroom activities will include reading, research, projects, and problem solving. Students will often work in teams, but will be expected to complete individual assignments in relation to the team's work.

Course Outline:

In this class, you'll learn how to design and create the school yearbook from start to finish. We'll explore graphic design and publishing, practice using tools like computers, cameras, and Photoshop, and learn the basics of design such as color, balance, and contrast. You'll also write stories and captions, work with different fonts and text styles, and learn how to edit and prepare photos the right way. Along the way, you'll build leadership skills by staying organized, managing your time, and taking on responsibilities in class. Most of our work will be done through Jostens Yearbook Avenue, Canva and Adobe Photoshop.

Work Expectations

- Students are expected to work on yearbook assignments during class time. You should leave this class at the end of the year with marketing and production skills. There is always something to do.
- Deadlines are non-negotiable. If you repeatedly miss deadlines, you will be reassigned to an area of the class that is not impacted by deadlines.
- Yearbook is a marketing and production class and we want to create and sell the best product. It is your responsibility to make certain that you have put every effort forward to create and sell the best quality product we can create. As such, students will:
 - Complete all assigned pages.
 - Include names of every person on every photo.
 - Insure that 100% of names are spelled correctly.
 - Design to the proper specifications.
 - Follow the correct theme.
 - Take pictures as assigned in a variety of activities during and beyond the school day.
 - Complete all miscellaneous assignments and projects.

*Syllabus subject to change at any time according to instructor discretion**

- Work doesn't stop when class ends. Students are expected to participate in outside-of-class activities. To produce a complete yearbook, students will be required to attend school activities to take photographs and gather information to be used in the yearbook. Due to the nature of publishing deadlines, students will be expected to work periodically before or after school and on weekends as needed to meet publishing deadlines.
 - Business ads:** Each staff member is expected to sell ads. Business ad sales are both a group and individual effort. Business adds help us keep the cost of the yearbook low enough for people to afford.
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Grading Procedures:

Production 50%, Participation 50%

Production Items Include:

- yearbook spreads
- business ad sales

Participation Items Include:

- weekly participation grades
 - photography assignments
 - surveys, page ideas and brainstorming
 - design assignments
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Expected Behaviors:

- On time daily.
- Cooperate with others.
- Follow rules and procedures.
- Use appropriate language and behaviors.
- Show respect and courtesy toward all students, staff and guests.
- Participate and complete classroom activities.
- Participate in out of class activities and assignments.

If you have any questions or concerns, do not hesitate to contact me.

Dear Parent(s)/Guardian(s):

I am looking forward to the school year with the hopes that students are ready for the year ahead. The guidelines and expectations outlined in the syllabus provided are to ensure that we all have a safe and productive year.

If you have any questions about the information contained in the syllabus or throughout the school year, please do not hesitate to contact me. I can be reached by email (kmarciano@genvalley.org) or by phone after school (585-268-7900).

After reading the information, please take time to complete the information on the form below and return it to school with your child.

Thank you,
Mrs. Marciano

Parent(s)/Guardian(s) Name(s):

Best email address(es)

Best phone number(s) and time to reach you

We have read, understand and agree to the terms of Mrs. Marciano's Yearbook Syllabus provided.

Student Name:

Student Signature & Date:

Parent(s)/Guardian(s) Name(s):

Parent(s)/Guardian(s) Signature(s) & Date:

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