

Yearbook Graphic Design Principles of Audio/Visual Design

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COURSE DESCRIPTION

Audio/Visual Production & Yearbook is a project-based, student-driven media production course that combines filmmaking, photography, journalism, graphic design, broadcasting, and yearbook production. Students will operate as a student media production team responsible for creating authentic media products for the school and community. Students will learn to use cameras, microphones, lighting equipment, editing software, and graphic design tools while developing skills in storytelling, journalism, interviewing, design, and production.

A major component of the course will be the creation of *The Chieftain*, the official Shiner ISD yearbook. Students will be responsible for planning, photographing, designing, writing, editing, and producing the yearbook throughout the school year. Students will also produce films, news broadcasts, original video episodes, documentaries, photography projects, and other digital media productions.

The course emphasizes **student choice**, **creativity**, **collaboration**, **deadlines**, **problem-solving**, and **authentic audiences**.

Course Policies

- Respect people
- Respect equipment
- Respect the yearbook
- Meet deadlines
- Use class time productively
- Get permission before recording
- Produce appropriate content
- Respect copyright
- Credit your team



Grading Percentages

60% - Major Projects

40% - Planning & Progress

Major projects demonstrate students' ability to apply their skills to authentic media productions.

The project planning and progress category evaluates the work students do before and during production. The final product matters, but the process matters too.

A student who consistently plans, communicates, meets deadlines, solves problems, and contributes to a team is demonstrating important professional skills.

Late assignments and projects will have 10 points deducted per day.

Major projects that were submitted on time and received below a 70 may be resubmitted one time. Resubmissions are eligible to receive up to a 70.

Scope & Sequence

1st 6 Weeks

- Visual Storytelling
- Photography
- History of Film
- Yearbook Foundations

2nd 6 Weeks

- Storytelling
- Scriptwriting
- Photography
- Yearbook Production

3rd 6 Weeks

- Camera
- Audio
- Lighting
- Yearbook Production

4th 6 Weeks

- Broadcast journalism
- Photojournalism
- Theatrical Design
- Yearbook Production

5th 6 Weeks

- Television
- Digital Media
- Yearbook Production

6th 6 Weeks

- Capstone Project
- Yearbook Submission

Final Course Experience

This year will culminate in two major accomplishments:

The Chieftain Yearbook

Students will design, build, complete, and publish the official Shiner ISD yearbook creating a recorded history of our school year.

A/V Showcase

Students will showcase their portfolio of working, including film, photography, journalism, design, and production work.

The goal is for students to leave the course with more than a grade. They should leave with real production experience, a portfolio of work, and an understanding of how creative ideas become professional media products.

Student Success

You do not need to be an expert photographer, filmmaker, writer, designer, or editor to succeed in this course.

You do need to be willing to:

Learn, create, experiment, make mistakes, solve problems, work with others, meet deadlines, accept feedback, revise and edit, and take ownership

Acknowledgement Agreement

Use of Equipment

Shiner ISD provides students with access to cameras, lenses, tripods, microphones, lighting equipment, computers, memory cards, batteries, chargers, and other production equipment. These items are valuable school resources and must be treated with the same care and respect that would be expected in a professional production environment.

Students are responsible for equipment assigned to them or checked out in their name. If equipment is lost, stolen, or damaged due to misuse, negligence, failure to follow instructions, or failure to properly secure the equipment, the student may be responsible for the cost of replacing or repairing the equipment, in accordance with applicable school district policies and procedures.

Students should report damage or loss immediately. Reporting an accident promptly is always preferable to attempting to hide or conceal damage.

Field Trips & Travel

Students enrolled in this course may have opportunities throughout the school year to participate in educational field trips and off-campus production activities. These experiences are an important part of the course and allow students to apply classroom skills in authentic settings.

Students may travel off campus to photograph, record, interview, document, or produce media related to school, community, athletic, fine arts, civic, and other educational events.

This form provides permission for your student to participate in course-related field trips and off-campus activities throughout the school year, subject to school and district policies.

Publication of Materials

Photography and media production are important components of the course. Students may be photographed or recorded while participating in school activities, events, productions, athletics, classroom activities, and course-related projects. **Student photographs and identifying information will not be published online as part of routine course activities without appropriate permission.**

Please select ONE:

☐ I **GIVE PERMISSION** for my student's photograph to appear on school-approved online platforms for school-related purposes.

☐ I **DO NOT GIVE PERMISSION** for my student's photograph to appear on school-approved online platforms.

I have read, understand, and agree to the expectations, grading policies, project-based learning structure, yearbook responsibilities, photography expectations, equipment care, field trip and travel permissions, and course rules.

Print Student Name

Student Signature

Date

Parent/Guardian Signature

Phone Number

Date