

## Northview High School

### Course Title: Journalism II (yearbook) Syllabus 2017-2018

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#### COURSE DESCRIPTION

This class is intended to stimulate both an understanding of and critical thinking about varying types and styles of writing as well as basic visual design theory and practice. Given the rules of The Associate Press Stylebook for journalistic writing and the fundamental principles and current trends of and in design, students will produce a range of work that exhibits both individual creativity and writing and design fundamentals. This class stresses personal responsibility and continual revision and improvement of content and self, while it provides students with experience in project ideation, execution, and presentation. This course immerses students in the considerably vast continuum of Journalism, and provides students the opportunity to demonstrate their skills in the following areas:

##### Area 1: Journalistic writing

Students show that they understand journalistic writing through production of a published product. Students illustrate an ability to manipulate meaning through technique in each of these types of stories:

- |  |   |
|--|---|
| a. single feature news story               | b. multiple feature news story                          |
| c. features: people, ideas, fads, cultures | d. reviews: restaurants, movies, concerts, books, shows |
| e. editorials and viewpoints               | f. columns  |
| g. survey stories                          | h. sports stories                                       |

##### Area 2: Typography

Students maintain a consistent typographic theme throughout the yearbook production process.

- |   |                            |
|---|----------------------------|
| a. Typefaces                                    | b. Typographic Measurement |
| c. Typographic Standards                        | d. Typographic Guidelines  |
| e. The rules of The Associated Press Style Book |                            |

##### Area 3: Creating and editing images for print

Students use particular image formats for yearbook, based on type of story and appeal to audience.

- |                   |               |                     |           |
|-------------------|---------------|---------------------|-----------|
| a. Formats        | b. Resolution | c. Raster Vs Vector | d. Ethics |
| e. Copyright laws |               |                     |           |

##### Area 4: Graphic Design principles and programs

Students demonstrate understanding of graphic design and publishing. They can recreate exceptional layouts and designs found in current media while covering the content for our school. Students incorporate the following graphic designs components to support, enhance, and even create meaning.

- |                                 |   |
|---------------------------------|---|
| a. Color / Line / Shape         | b. Space / Texture / Value                |
| c. Balance / Contrast / Variety | d. Harmony / Movement/Rhythm / Proportion |
| e. Repetition/Pattern Unity     | f. Emphasis/Dominance                     |

##### Area 5: Equipment and Technology

Students use multimedia elements to create the yearbook with graphic design software. Students use the CS6 programs, including learning Photoshop, InDesign, PageMaker, Illustrator, and many other graphic design programs. Students also incorporate their knowledge of photography as they enhance their writing and spread design with their own photography.

##### Area 6: Publishing

Students select specific graphic designs, layouts, colors, white space, etc., to use for a particular subject, object, or concept in the yearbook, based on the content (the voice). Students also create, edit, and polish both the written and visual aspect of the printed publication. Students create and edit images for final publication.

##### Area 7: Leadership

Students are presented with leadership opportunities, which may require working with peers, completing another students' project/product, revising a classmate's product, and will meet individual, group, and team/staff deadlines.

## Student Goals for the Journalism I Course

- Students will demonstrate an understanding of photography rules and will take quality photographs in photo journalism style.
- Students will conduct and document thorough interviews.
- Students will analyze the journalism writing process and will write and edit articles (as assigned) that follow this process for the varying types of media writing (news story, feature article, review, editorial, column, sports news, etc.).
- Students will demonstrate an understanding of the different elements used in layout design and will create designs that illustrate these elements.
- Students will demonstrate an understanding of the importance of copy editing, revising stories, and writing in media style that conforms to The Associated Press Style Guide.
- Students will develop experience within one of the job positions offered in journalism, while understanding the others.
- Students will demonstrate characteristics of an effective leader, beginning with holding themselves to a high standard and leading by example.

## **COURSE REQUIREMENTS**

As the Journalism course relies on a significant amount of work outside as well as inside the classroom, the students are expected to be prepared for class on a daily basis. Inside of class, students are required to be on time and prepared to positively contribute to learning about or creating or improving our publication. Outside of the class period, students are expected to complete whatever steps are necessary in order to be productive in class. For example, if a student needs to write a Feature Story in class, then the student must have previously completed the steps in the interview process, prior to attending class. If a student is not able to complete classwork, due to incomplete outside of class work (in other subjects referred to as homework), then the student may not receive full credit for the work, once it is finally completed (after numerous revisions). Twenty hours of work outside the class must be documented per semester. (Consider this the homework for the year.)

As Jostens' (our publishing company) deadlines comprise the timeline for the organization of our workload, the limit to finishing work, unlike other classes, is final, and **late work** may not be made up. Students will keep a journal of their weekly activities, culminating in a graded list which must be entered each Friday for what is completed at that point. Partial grades will be allowed (it is not all or nothing), but be warned that the lower the percentage of the final product is completed, the lower the grade will be, PRIOR to the editing and evaluation of that content. Successful students do well to manage their time and set mini-deadlines for themselves to ensure success in meeting with Jostens' deadlines.

Each staff member is required to market our publication to students, parents, community, etc. Each semester, there will be opportunities for students to engage in the most critical component of Journalism: selling the product. At Northview, roughly 65% of the student body purchases a yearbook. Each student is required to successfully market a yearbook to 2 students (out of roughly 1,100 who WILL buy a yearbook) per sales month. Please remember, this is not a true "sales" opportunity, as these 1,100 students are going to buy a yearbook, whether or not the Journalism students market to them. Journalism students will not have to be salespersons, but "socialpersons," since they are "fishing in a stocked pond" or marketing to a client that already wants to purchase the product. Journalism students are provided a list of non-buyers, directed to those who purchased a book the previous year, and given the email of the senior students, in order to help them meet their goal in each of the four sales months. While this sometimes forces Journalism students to talk to students who are not in their immediate friend or social groups, it is an excellent opportunity for the students to meet new people and potentially find more stories to put IN the yearbook.

**CONFIDENTIALITY-** Journalism students are also required to keep any and all information regarding the content of the yearbook within the walls of the yearbook classroom. That is to say, students may not discuss yearbook stories, concepts, designs, themes, graphics, photographs or any other yearbook information with students who are not also on the Journalism staff. Many years, the Editors in Chief want to keep the theme, cover, and content of the yearbook secret, and staffers will honor the request of those in charge of the yearbook staff. Any student who discusses confidential (yearbook) information with students not enrolled in the yearbook course will be removed from the class the following semester. The student would then need to find an available elective course.

## **OVERVIEW OF LEADERSHIP TEAM**

At Northview, our Yearbook staff is a student run publication. With advice and oversight of the adviser, and input and prior review rights for the principal, the students create a book for other students. Hereby, our leadership team is headed by a position, termed "Editor in Chief." In most years, there will be two editors in chief, to help facilitate more of a 'checks and balances' system, including the adviser as a third party decision maker. The editors in chief may design a leadership team that will benefit the publication and

facilitate growth in younger members of the staff, in order to perpetuate a continual peer authority structure. Unique to the Journalism courses is this component of students leading other students. The editors in chief select section editors or topic editors each year, and they, in turn direct, guide, correct, and collaborate with Journalism I students in order to create an outstanding publication. As each student is a part of the leadership pyramid, many times students direct students and many times students critique students. Hereby, it is common for a section editor to gauge the progress of another student. Likewise, the editor in chief may delineate the progress of a section editor. While the students do evaluate each other, based on progress and completion, ALL grades are entered into the gradebook by the adviser, especially subjective and evaluative grades. Therefore, if a student has a question about a grade, s/he should discuss the situation with the teacher. And while the supervising student may have input to provide perspective, it is ALWAYS the teacher's evaluation of student work that results in the grade posted to the gradebook.

Each year, Journalism II and III students have the opportunity to be selected to join the leadership team for the following year. As the leadership team begins to form in December of the preceding year, for the following school year, those students being considered for a leadership position are invited to attend The Columbia Scholastic Press Association Convention in New York. An invitation to this conference helps the students learn leadership skills, while/he attend Journalism classes at Columbia University for three days (in March each year). In very rare cases, Journalism I students may be invited. However, most all Journalism I students proceed to Journalism II, which is a more production centered year than Journalism I, as Journalism II students already know the terms, content, and practices, and contribute much more in quantity and quality to the yearbook.

Other leadership positions are available each year, including Business Manager, Public Relations Manager, Director of Marketing, Graphic Design Editor, and Copy Editor. After taking Journalism I, students are welcome to interview for one of these positions, with the added comfort that if they are not selected, then they can still be in yearbook. Unfortunately, after the student's junior year, if s/he is not selected for the leadership team, s/he will not be invited back to the Journalism staff. Seniors who are not on the leadership team may not take the yearbook class.

## GRADING

While Journalism I students benefit by having both formative and summative assessments through having to first learn about writing, design, and marketing for yearbook, they will also have the opportunity to earn grades for meeting deadlines. The chart below shows the categories and percentages for grading:

Category	Description	Percentage of Final Grade
Summative Assessment	content tests, final writing deadlines, final design deadlines, projects	35%
Formative Assessment	Mini-Deadlines, content quizzes, notes, interviews, initial page designs, marketing	45%
FINAL EXAM	Comprehensive test	20%

## MAKE UP WORK

Make-Up work is the student's responsibility. The student must request make-up work the first day back to class after an absence to be given a make-up assignment. An absence can only be excused when the student brings in documentation to the attendance office, who will mark 'excused' on the official admit slip. Teachers are not allowed to excuse an absence. As yearbook is a deadline based product, typically absences will be of little concern, as long as the student continues working on his/her assignment. However, on occasion a student will be absent the day of a deadline. When such an absence occurs, if and only if the student has an excused absence, the student may complete the deadline the FIRST day back from the absence. Unfortunately, in some cases, the deadline will be sent prior to the student's return from an absence. In this case, the student will not be able to recover a grade. With this in mind, please be diligent in keeping up with the major deadlines and consistently communicate with your peer in charge, as s/he will usually have to finish the deadline for you (which would NOT affect your grade, just your relationship). Be sure to have the phone number of your supervising student, so you can clearly communicate in the case of absence.

## **RECOVERY POLICY**

See the Northview Student Handbook for the school wide recovery policy. One note from it is that ANY recovery work MUST BE COMPLETED 10 days prior to the last day of the semester.

## **HONOR CODE**

See the Northview Student handbook for the school Honor Code Policy. The unique situation that arises in yearbook is creating a fictitious (fake) quote. If a staff member is found guilty of ‘making up’ a quote to support the content of a story, then the student is guilty of an Honor Code violation. Please be sure to keep an audio or written record of interviews in order to document your copy.

## **GRADE REPORTING SCHEDULE**

Grades are reported every six weeks, so any mini-deadline that falls immediately prior to the sixth week will be entered as it is completed, as a Summative Assessment, as it will be the FINAL writing or design deadline for that grading period. Be sure to complete any deadline, no matter how small, immediately prior to the posting of six week grades to ensure your average is not affected by a single assignment. The instructor will announce the grade posting date as it becomes available each six weeks. Parents are encouraged to check the HAC for grades periodically to verify student ability, potential, and productivity are accurately reflected. If there is any question, please email me at [Rawlin@fultonschools.org](mailto:Rawlin@fultonschools.org) . Most situations are nearly instantly correctable.

**Northview High School 2017-2018 Journalism II Syllabus Signature Sheet**

Student Name \_\_\_\_\_

**(Printed)**

Teacher: \_\_\_\_\_

Date \_\_\_\_\_

Subject: \_\_\_\_\_

**Please read the teacher's full-length syllabus. Log on to [www.northviewhigh.com](http://www.northviewhigh.com) then click on the syllabus link to locate the teacher's name. Sign below if you have read the online syllabus.**

Student Signature \_\_\_\_\_

Parent Signature \_\_\_\_\_

Parent Email Address (PLEASE PRINT CLEARLY) \_\_\_\_\_

**Recovery Policy**

1. Recovery is for students who, despite a conscientious effort and communication with their teachers, have failed to demonstrate satisfactory understanding of course standards. It is not for the student who has been failing for many weeks and then wishes to recover during the final days of the course. Opportunities for students to recover from a 74 or below *cumulative* average will be provided when all work required to date has been completed and the student has demonstrated a legitimate effort to meet all course requirements. *Students who have not attempted to complete all course requirements are not eligible for recovery.*
2. Students may initiate recovery on major assessments starting with the second major assessment of the semester as long as they have made a legitimate effort to meet all course requirements including attendance. Unexcused absences may prevent this opportunity.
3. So that students stay focused on the content at hand and don't become overwhelmed and fall too far behind, they must initiate recovery on a major assessment within five school days of being informed of the grade on that assessment. Recovery work must be completed within ten school days prior to the end of the semester. The nature and type of recovery assignment is given at the discretion of the teacher.

**\*Grading guidelines for recovery assignments will vary by department. It is the responsibility of the student to fully understand the grading guidelines/highest possible score for completed recovery work.\***

**Sign below if you understand the recovery policy.**

Student Signature \_\_\_\_\_ Parent Signature \_\_\_\_\_

**HONOR CODE:** Cheating has been defined as giving or receiving information relating to a gradable experience including the use of sources other than those specifically approved by the teacher. Plagiarism and the related act of allowing another student to use one's work are not to be considered inconsequential pranks. Such acts involve serious moral implications; they constitute lying and stealing. They are unjust to teachers who spend valuable time evaluating the paper. They are ultimately harmful to the student committing the act, who is deliberately undermining his/her integrity, destroying his/her reputation, and breaking the trust that must exist between a student and teacher. An honor code violation results in a zero on the assignment, no opportunity to make up the work, and disciplinary action. For the complete honor code policy, visit the Student Handbook on [www.northviewhigh.com](http://www.northviewhigh.com).

**Sign below if you understand the consequences of cheating at Northview High School.**

Student Signature \_\_\_\_\_

Parent Signature \_\_\_\_\_

**TECHNOLOGY POLICY:** Northview computers and Chromebooks are only for school research and projects. The Internet may not be used for personal reasons. Any unauthorized use of the internet will be grounds for disciplinary and/or legal action as well as loss of Internet privileges. Attempts to log into the internet using another person's password, falsely posing as a school system administrator, or other security violations are grounds for termination of privileges and disciplinary measures. Computer vandalism (including food/drink in a lab) is prohibited and will result in immediate termination of Internet and computer access as well as appropriate disciplinary action.

*Violators are subject to criminal prosecution. For the complete technology policy, visit Student Handbook on [www.northviewhigh.com](http://www.northviewhigh.com).*

It is a violation of the above policy:

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- to download or install any executable programs (such as games, MP3 players, video players, chat programs, FTP programs, music or video sharing programs, etc.) to a school computer, or on to any student's share folder (Z drive).
  - to store any files (documents, pictures, videos, etc.) on any student's share folder (Z drive) that are not directly used in an assignment or teacher directed work; no personal documents, pictures, music videos or other files.
  - to use the school computers and internet connection to access email, games, chat rooms, sharing sites, ecommerce sites, etc, unless specifically directed by the teacher.

**If this form is not signed by the student and a parent or guardian by Monday, August 21, the student's computer account will be disabled until the form is signed. Sign below if you understand the Northview technology policy.**

Student Signature \_\_\_\_\_

Parent Signature \_\_\_\_\_

**Please review BOTH pages of the Syllabus Signature Sheet. Verify that you have signed your understanding of the three policies listed: Recovery, Honor Code, and Technology.**