



Journalism 2 and 3 // Syllabus

Elementary Sceptre 2019 and Sceptre 2019 // Elementary and High School Yearbooks

Yearbook Production

You will be historians, journalists, designers, and artists putting together a photojournalistic publication that will serve as a memory book and historical reference for many, many years to come. What you do in this classroom will directly affect every person in The King's Academy community as well as the members of the larger TKA community, future students and their families. It is an honor and big responsibility to be part of the yearbook staff! Thank you for making the commitment!

A True Journalistic Product...

...has credibility with its audience; it contains facts and can be used for record keeping. A journalistic approach will teach you 21st century skills in business, publishing, visual communication, photography, graphic design, writing/editing, meeting deadlines, researching and public relations; all which will serve you well in whatever field you decide to pursue in the future.

The Business of Yearbook is a Business: Course Objectives

In order to capture and record the current school year for enjoyment and reference in the future, students will:

- Write copy, headlines, and captions in appropriate journalistic style for yearbooks
- Use good photojournalism techniques
- Design a professional, attractive theme-based yearbook
- Edit, proofread and evaluate their own work and the work of others
- Work cooperatively within time constraints (DEADLINES) and budget limitations
- Learn and use effective sales and promotional techniques in the community

Outside-of-School Work and Late Nights

When you signed up for yearbook, you signed up for an extracurricular activity as well as a class. Much of the yearbook is completed outside of class. Students must be present at activities and sports events, conduct interviews, and sell business ads. You will be able to log onto *Jostens Yearbook Avenue* and work outside of class on your assigned pages. In addition, we have 4 deadlines throughout the year, beginning in November. We will try to avoid late night and weekend work sessions by being proactive with our deadlines. I am available after school most days and evenings.

Grading

50% - Individual Assignments // Deadlines – Quality of individual work assignments given by and evaluated by editors and adviser. Student must follow parameters given on a specified style sheet.

20% - Participation // Leadership // Professionalism

Collaboration in a group and in class as a whole, being accountable, notebook and press pass checks, and committee and promotional work.

15% - Group Grade for Major Deadlines

The book, as a whole, reflects on the yearbook staff as a whole. Thus, every member of the staff must share in the credit and the responsibility for the entire class

15% - Business Ad Sales

You will be responsible for selling business ads for the yearbook, as this is an important part of the business of yearbook. Each student must sell 1 full page of ads, whether it is a single full-page ad, two half page ads, or eight business card ads. You are encouraged to obtain additional ads, the one page requirement is the minimum required.

Classroom Procedures

- Students will arrive with a good attitude and appreciate and affirm others.
- Students must arrive to class on time every day prior to starting journalistic work and production. We will take attendance and pray at the beginning of each class period.
- No phones will be allowed in the classroom according school policy.
- Students must sign out of class for a specific purpose and take their press passes with them. Abuse of this privilege is discouraged!
- Students must sign out camera, with a bag, and must be returned the morning following the event.
- Students will place the memory card in an envelope along with a note with the student's name, event(s) photographed, date of events(s), and page photos will be used for. The envelope will be placed in the collection bin on Mrs. Lockmiller's desk to be uploaded to the computer.
- Students may not eat in class. You may have and drink water and you are responsible to dispose of your own water bottles when finished.
- Mrs. Lockmiller will provide snacks at specified times throughout the year.

Supplies

- One composition book should be purchased and brought to school on the first Monday.

I look forward to an amazing year with each one of you as we embark on producing award winning publications. Please reach out to me if you have any questions during the year.

Mrs. Lockmiller // slockmiller@tka.net // Cell 561-779-1539 // Classroom 561-686-7477, Ext. 35