



2020-2021

COURSE: GRAPHIC DESIGN/ YEARBOOK PUBLICATION 2A/2B

Time: 3rd hour – 9:25am-10:24am

Room: 160

Instructor: Rebecca Kiel

Email: rkiel@cvs.k12.mi.us

Planning period: 10:25-12:01

Class phone: 586.723.2560

Website: www.rkiel.weebly.com

2245/2246 GRAPHICS/YEARBOOK Publication 2A/2B

Gr 10-12 0.5/0.5 credit

Prerequisite: Graphics/Yearbook 1A/1B

In the Graphics/Yearbook 2A course, students will be using Adobe Photoshop CS6 and InDesign/Online Design Software, applying rules of graphic design in 2-page yearbook spreads. Students will be using (provided) DSL cameras to take photos and videos, editing images, writing, editing and peer-editing all text, and creating layouts for the yearbook. Students will work collaboratively to create the yearbook theme, design the annual cover and section contents, all while mentoring new Graphics/Yearbook 1A/1B students. Students will begin marketing and promoting sales of the yearbook as well as soliciting senior advertisements and sponsorships.

NOTE: *Students are required to register for both Graphics/Yearbook 2A and 2B. Students may not take only one semester of this course.*

In the graphics courses, students will continue to implement designated theme, graphic design, edit section content, edit and peer edit spreads and utilize enhanced photographic images for yearbook spreads. Students will meet designated print deadlines, monitor print process remotely and finalize submission of yearbook. Students will continue to market and sell yearbooks as well as solicit sponsorships from the surrounding community. Students will create digital app videos which are embedded within the yearbook to enhance spreads. A strong emphasis is placed on leadership skills through mentoring, recruiting future staff members and incorporating team building throughout the year. NOTE: Students are required to register for both Graphics/Yearbook 2A and 2B. Students may not take only one semester of this course.

Course Description

These courses are designed for the student who wants an in-depth experience in the production of a yearbook. The advanced study and application of photo composition skills, page layout and design skills, headline and caption writing skills, and advertising are emphasized. These courses are designed to provide students the opportunity to work with advanced technology, strengthen their analytical and problem-solving skills, improve their communication skills, and manage responsibility.

Students receive guided instruction in the fundamentals of journalistic writing, photojournalism, graphic design, budget management, and organizational skills necessary to produce the yearbook, as well as guided practice in the areas of responsibility necessary for the production of the book. Students also develop their abilities to work as a team as they produce the yearbook.

Students use Online Design and Adobe Photoshop to design and produce the yearbook. The aim of the class is for student staffers to be responsible for every aspect of production, including:

- selling yearbooks,
- selling advertising/sponsorship
- interviewing
- planning themes
- designing covers and end-sheets
- planning the ladder
- designing dividers
- designing layouts
- researching
- formatting, manipulating and editing text
- writing articles
- editing writing for style and mechanics
- writing headlines & captions
- photography basics
- proper photo editing and manipulation
- use of photo effects/graphics/design elements incorporated throughout production and tied to theme of yearbook.

The prerequisite for the course is adviser approval after completion of the application/interview process.

The yearbook class is scheduled during 3rd hour (59 minutes) which allows for the staff to produce the school yearbook all year long.

Students may earn up to four units of elective credit in the yearbook program, which follows the following sequence:

- 1st year - Graphics/Yearbook Publication 1A/1B
- 2nd year - Graphics/Yearbook Publication 2A/2B
- 3rd year- Graphics Yearbook Publication 3A/3B BC
- 4th year- Graphics/Yearbook Publication 4A/4B BC

SEGMENTS

Course Objectives: The Chippewa Valley High School Graphic Design Program follows the MDE twelve content standards segments. Upon completion of the course students will

- Segment 1 - Industry Overview
- Segment 2- Safety & Health
- Segment 3- Intro to Design & Image Development
- Segment 4- Intro to Image Output
- Segment 5- Intro to Finishing Operations
- Segment 6- Employability Skills & Portfolio
- Segment 7- Applied Academics
- Segment 8 - New Media, Adv. Design & Image Development
- Segment 9- Leadership
- Segment 10- Advanced Image Output
- Segment 11- Advanced Finishing Operations
- Segment 12- Project Management

Segments covered in Graphics/Yearbook Publication 2A

Segments covered in Graphics/Yearbook Publication 2B

Instructional Philosophy

Directed Guided Practice is the instructional philosophy used to teach the yearbook class.

The adviser teaches and/or re-teaches student staffers the skills/concepts necessary for the production of the yearbook in small lessons aimed at reinforcing and improving upon their prior knowledge from previous class levels in the yearbook program. By the time the staffers complete the final deadline in the first semester of the school year, they should be able to complete the second semester deadlines on their own with oversight from the adviser.

Expectations of Yearbook Staffers

Being a member of a publication staff is a privilege that requires a great deal of responsibility. Staffers will meet the following expectations:

1. Staffers are expected to follow all school rules and policies at all times. Staffers will demonstrate responsible conduct in all classes and at all school events.
2. Staffers are expected to meet all deadlines (small or large) completely, correctly and on time.
3. Staffers are expected to demonstrate positive and cooperative attitudes toward the adviser, fellow staffers and others in the school/community. This includes demonstrating a willingness to do more than just what is required of them.
4. Staffers are expected to safely and correctly handle all equipment and materials associated with the publication process (cameras, pictures, computers, ads, scanners, etc.) Staffers will be held responsible for any damage due to improper or careless use of equipment.
5. Staffers will participate in all fundraising efforts throughout the entire school year. This includes a minimum of 5 sponsorships per year along with additional fundraising campaigns.
6. Staffers are expected to complete their fundraising efforts on time and to meet their requirements. They must handle all paperwork and materials correctly and carefully.
7. Staffers are expected to take care of the production room. All materials should be put away at the end of the class period.
8. Staffers are expected to do whatever it takes to get their jobs done completely, correctly, and on time. The yearbook staff NEVER MISSES A DEADLINE. Staffers must often work before and/or after school to cover events and meet deadlines.
8. Staffers are expected to be responsible, accurate, and fair in everything they produce for the yearbook.

Long Range Goals and Standards

Students enrolled in this course will be able to:

- Demonstrate knowledge of elements of yearbook design by developing layouts that are reflective of current trends.
- Demonstrate knowledge of Online Design, as well as Photoshop, and InDesign by designing/producing complete spreads on the computer.
- Demonstrate organizational and time management skills by meeting deadlines completely, correctly, and on time.
- Develop professional business techniques through advertising sales.
- Develop compositional techniques in photography, use them to take effective pictures, and use digital imaging software effectively.

- Demonstrate knowledge of basic business concepts and apply them to the management and distribution of the yearbook.
- Use journalistic style to write copy, captions, and headlines.
- Develop interpersonal skills as they learn to work together as a team.
- Returning Students will be expected to demonstrate advanced skills in the above areas as well as leadership in the classroom.

Students enrolled in this course will produce the yearbook according to the standards of the Michigan Scholastic Press Association's and Journalism Educators Association standards for student yearbooks. Information on standards can be accessed at www.mipamsu.org and at www.jea.org.

Student Responsibilities:

- All assignments/projects must be turned in on the date they are due unless other arrangements are made with the teacher.
- All assignments/projects that need corrections **MUST BE CORRECTED** and turned back in **WITH THE CORRECTED PAPER STAPLED ON TOP**.
- All assignments and projects **ARE THE STUDENTS RESPONSIBILITY** to make-up and make arrangements with the teacher to do so . . . If you miss an assignment completely, you will have to make arrangements with me to make it up after school.
- All students **MUST GET PERMISSION** for printing and/or surfing the Internet.
- Each student is expected to participate daily. Daily participation points will be deducted from the student does not participate by not working on their assignment.
- All assignments, projects, and quizzes must be kept until the final day of class and are the student's responsibility
(*Note: If you lose it you must redo it*)
- **YOUR FINAL FOR THE CLASS WILL BE A CUMULATIVE PORTFOLIO THAT WILL CONSIST OF ALL YOUR ASSIGNMENTS & PROJECTS..... DO NOT DELETE OR LOOSE ANY OF YOUR ASSIGNMENTS & PROJECTS.**

Major Assignments

The major assignment is to produce the school yearbook according to the bulleted goals list above. All staffers perform all activities to accomplish the bulleted goals. Students will be responsible for meeting at least five major publishing deadlines throughout the year. Students will be responsible for taking photos of sports and various other events throughout the year. Students will be responsible for submitting corrected proofs to the publisher for publication. Students will market the yearbook, prepare and be required to sell advertisements/sponsorships, and distribute the books to students.

Work-Based Learning

By the end of the program, each student will participate in at least one of the following experiences: Field trips to industry leaders in the field of graphic, career fairs, speakers, volunteering in field of graphics or job shadow in field of graphics. At least one field trip experience is **required** for all students. Students that do not attend at least one field trip are **required** to complete a job shadowing experience.

CTSO(Career Tech Student Organization): Students enrolled in this course will also have the opportunity to become a member of SkillsUSA. Leadership is a strong foundation of this course and SkillsUSA provides a foundation that will carry students throughout their lives. Becoming a member of SkillsUSA will also allow students to attend state and possibly national conferences and even compete in various events pertaining to Graphic and Printing Technology and Communications.

Safety Training

Each student will participate in safety training for following:

- **Digital citizenship and Internet Safety**
- **Paper Cutter**
- **Scanner**
- **Printer**

Reading List

School website, *Scholastic Journalism*, National Scholastic Press Association materials, Strunk and White's *Elements of Style*, and Walworth's Yearbook Production Manuals. The Last Lecture by Randy Pausch is **STRONGLY RECOMMENDED FOR ALL STAFF MEMBERS**.

Related Jobs and Careers

Professionals in all industries can benefit from the course, especially in the following areas: Art Director, Creative Director, Drafter (Architecture and Engineering), Film and Video Editor, Graphic Designer, Industrial/Product Designer. Marketing Manager, Multimedia Artist/Animator, Technical Writer, Web Designer, Journalist, Marketing Specialist, Writer, Advertising, Editor, Communications, Photographer, Photojournalist, and Social Media Specialist.

Pacing Guide

The activities of this course are driven by Walsworth Publishing deadlines. Staffers will be given all mini and major deadlines in by the end of September. In the beginning weeks of the course, staffers focus heavily on instruction in page setup and page management. Distributed Guided Practice by the adviser is interspersed with production activities throughout the course.

Yearbook Production Schedule: 1 October deadlines, 1 December deadline, 1 January deadline, 1 February deadline, and TWO final deadlines in March. Specific deadline dates assigned by Walsworth change yearly.

CLASSROOM PROCEDURES

Attendance

For any career you may choose to enter, it will be important to arrive to work or at appointments on time. Therefore, it is important to practice these good habits while you are in school. Students are strongly encouraged to attend class every day. Extended absences will require additional work outside of the classroom. Chippewa Valley School's attendance policy will be enforced. Because production deadlines do not change due to student absences, students are responsible for meeting all deadlines on time even if they are absent. If students know in advance that they will be absent on a deadline day, they need to make arrangements to turn work in early or make alternate arrangements with the adviser.

Tardies

Students must be in the classroom and ready to begin work when the bell rings. See Student Handbook on school tardy policy.

Materials Needed

- Notebook, pens, and pencils every day.
- Student handbook to record deadlines and event dates.
- CAMERA (shared digital camera provided)
- Teacher notes, publishing notes, and in-service provided by the publishing company,
- Computers, software, scanner, printer, marketing supplies, flash drive (provided by CTE Program)

Dress Code

All students are expected to follow the Chippewa Valley Schools Dress code. Students are required to follow proper safety rules when operating equipment.

School Policies and Procedures

All students are expected to follow all policies and procedures in the Chippewa Valley High School Student Code of Conduct.

Personal Electronic Devices (PED)

- No Cell phones (for communication of any kind) are to be used in the Graphics/Printing classroom.
- All PEDs are to be placed face down on desks during lectures, demos and when students are not working at their computer.
- Students are allowed to use PEDs with headphones in one ear only. Only the student using the PED should be able to hear the music. Students need to hear and respond to the instructor. Students' consequences will follow the student code of conduct as well as having a deduction on their employability sheet.

Makeup Work (late, missing, or incomplete assignments):

- Students will be allowed to make up all possible work if the absence is EXCUSED. It is the responsibility of the student to obtain missed assignments. It is possible that certain work such as group participation, labs, and skills cannot be made up and, as a result, may impact a student's grade. Late work will receive a deduction for each day late. After 3 days the student will receive no more than 50
- Many assignments in this class will be graded from the student computer, student drive or will be printed out and placed in IN BOX. If a student is absent, it is the student's responsibility to check the SCRIBE FOLDER and then talk to the teacher what he/she had missed. Also, if the student is not able to make up assignments during class time, the student needs to be prepared to spend time during their lunch to make up any missing assignments.
- All projects are due on the due date. Each day the project is late, 10 points will be taken off and after 3 days a 0 will have to be given. Being on time with projects is the student's responsibility.

Extra Help

The Instructor will be available for extra help during 4th hour. Feel free to schedule a time that's convenient for both you and your instructor, but you need to **schedule** time. This could also possibly be before or after school. Seating arrangements may be adjusted based on student needs

Behavior Expectations

All students are expected to be prepared for class and respectful to others. Students are also expected to adhere to the following:

- Secondary Schools Student Code of Conduct – Chippewa Valley Schools
- Acceptable Use Policy – Chippewa Valley Schools
- Classroom, Equipment and Electronic Expectations 2019– Mrs. Kiel

GRADING PLAN

Staffers' grades are based on ad sales, photography work, design work, written work, and meeting all deadlines completely, correctly, and on time. The standard school district grading scale is used.

Grading

All lessons, notes, labs, activities, exercises, quizzes, tests, reviews, reinforcement tests, self-assessment tests, projects, and practice exams will be assigned a point value. The grading scale is as follows:

All quarter and semester grades will be based on the following system. Points will be earned for participation, homework/classroom assignments, quizzes, tests, projects and presentations and extra credit, if applicable.

- **ADVANCED Learner** —Grade Level 100-90(A+A-)Did research, designed, planned, and completed projects on time; applied academic skills; evaluated work and made adjustments; did quality work; needed little help from the teacher; sought and found resources independently; demonstrated knowledge with a grade of 93% or higher; produced a quality portfolio.
- **PROFICIENT Learner** —Grade Level 89-80 (B+B-)Did research, designed and planned; needed some help from the teacher; did quality work with a few flaws; needed feedback from the teacher to realize work did not meet standards; redid work to meet standards; demonstrated knowledge with a grade of 85% or higher; produced a better-than average portfolio.
- **BASIC Learner**—Grade Level 79-70(C+C-)Needed help to research, design and plan or had to be given a plan; relied a great deal on the teacher; had to be given procedures for performing tasks; required significant help to produce a quality product; needed help to evaluate a product; final product stall did not meet standards; demonstrated knowledge with a grade of 74% or higher; produced an average portfolio.
- **BELOW BASIC Learner**—Grade Level 69-60(D+D-) Required a great deal of help in completing research, designing, planning and completing projects was unable to evaluate projects; required step-by-step instruction; competencies not mastered; demonstrated knowledge with a grade of 66% or higher; produced a poor or partial portfolio.
- **FAR BELOW BASIC**—Grade Level 59-0(F)Did not complete projects; if projects were completed, they were of such low quality that they did not pass; failed to document procedures; did not show criteria for determining quality; scored 65% or lower; produced a poor portfolio or none at all.

Quarter grades will be calculated based on total points earned. Semester grades will be based on the following weight distribution:

First/Third Quarter 40% **Second/Fourth Quarter 40%** **Midterm/Final Exam 20%**

Participation Points:

5 points - ADVANCED LEARNER

On time to class

All materials ready for class

Participate entire class

3 points - BASIC LEARNER

Excused absence with admit

Tardy to class

Late Work

0 points - FAR BELOW BASIC LEARNER

Unexcused absence

No materials for class

Disruptive or off-task behavior

Participation Points will not be added to the grade book until quarter and semester grades.

Points will be subtracted for disruptions or off task behavior. It will be assumed that you are having a hard time and you need a reminder to respect the classroom environment. A verbal reminder of the appropriate behavior will be given to you. It will be your signal that you are in charge of your own behavior. If you choose to continue to disrupt the class however, you will be asked to move seats. If you can manage to get back on track, there will be no consequences. Further disruptions to the learning environment may require extra time in practicing appropriate classroom behaviors before or after school.

Students are responsible for checking their grades in PowerSchool on a regular basis.

Projects: 80% of student's quarter grades are hands on everything will be done on the computer.

Employability Skills: (20%) this has many parts but mainly involves attendance, discussion, partner work and critique activity, quizzes, being on task and daily class preparation.

Final Portfolio: 20% of student's Semester Grades is their final Portfolio

Academics

Successful completion of a one-year program will earn 3 elective credits. All Career-Tech programs meet the following requirements for graduation for Chippewa Valley School students:

- VPAA (Visual, Performing, or Applied Arts) Credit
- World Language Credit (2nd year)

Students may be eligible to receive free college credit with successful completion. The qualifications and number of college credit hours vary by the college.

Articulation Course Credit for Post-Secondary Institutions: The following schools offer course credit through an articulation agreement after successfully completion of the Graphic Design Program. (CIP 10.0301)

BAKER COLLEGE - GRC101A

MACOMB COMMUNITY COLLEGE – MACA 1055 OR MACA 1320

OAKLAND COMMUNITY COLLEGE – GRD 1100

WASHTENAW COMMUNITY COLLEGE - GDT 106, GDT 107 & GDT 108

HENRY FORD COMMUNITY COLLEGE - 50.0402

Each post-secondary school has detailed course requirements needed in order to earn credits in their specific program of study. (Similar to Advanced Placement credits)

FOR MORE INFORMATION PLEASE GO TO

https://www.chippewavalleysschools.org/downloads/career-articulation/articulation_information_website_2.2.2019.pdf

Macomb Articulation Agreement: <https://www.macomb.edu/resources/transfer-articulation/attachments/Articulation-Agreement-Media-Communication-Arts-MULTIPLE.pdf>

Course Materials/Resources:

Students will use computers with the following software: Adobe CC: InDesign, Photoshop, and Illustrator; Microsoft Office: Word, Excel, PowerPoint. Students will use the internet to research design samples, client needs, and software tutorials. Students will download fonts to upload on their computers.

Materials Needed

- Notebook, pens, and pencils every day.
- Student handbook to record deadlines and event dates.
- CAMERA (shared digital camera provided)
- Teacher notes, publishing notes, and in-service provided by the publishing company,
- Computers, software, scanner, printer, marketing supplies, flash drive (provided by CTE Program)

Suggested Reading List - STRONGLY RECOMMENDED FOR ALL STUDENTS.

- Adobe Photoshop CC Classroom in a Book (2015 release) - Faulkner, Andrew - PROVIDED
- Pocket Pal The Handy Book of Graphics Art Production - editors Frank Romano and Michael Riordan
- InDesign CS6: Visual QuickStart Guide - Cohen, Sandee
- Graphic Design: The New Basics: Second Edition, Revised and Expanded - Ellen Lupton and Jennifer Cole Phillips
- School website
- *Scholastic Journalism*, National Scholastic Press Association materials,
- Strunk and White's *Elements of Style*, and
- Walworth's Yearbook Production Manuals.
- The Last Lecture by Randy Pausch is STRONGLY RECOMMENDED FOR ALL STAFF MEMBERS.

NOTICE OF NONDISCRIMINATION: It is the policy of Chippewa Valley Schools not to discriminate on the basis of race, color, religion, national origin or ancestry, gender, age, disability, height, weight or marital status in its programs, services, activities, or employment. Inquiries related to nondiscrimination policies should be directed to: Civil Rights Coordinator, Assistant Superintendent of Human Resources, Chippewa Valley Schools Administration, 19120 Cass Avenue, Clinton Township, MI 48038 Phone: 586-723-2090 / Nondiscrimination inquiries related to disability should be directed to: Section 504 Coordinator, Director of Special Services, (same address) Phone: 586-723-2180

GRAPHICS/YEARBOOK 2A/2B
MRS KIEL

2020-2021 GRAPHICS/YEARBOOK 2 PUBLICATION SYLLABUS

SIGNATURES

Please read and sign the following:

I have read the following syllabi and understand and agree with all that it entails. I understand that if I do not follow the classroom policies and procedures, my grade may be affected.

STUDENT NAME

PARENT NAME

STUDENT SIGNATURE DATE

PARENT SIGNATURE DATE