



# YEARBOOK SYLLABUS 2015-16

Donielle Lewis

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## REQUIRED MATERIALS

"Computer Only" status  
(minimum) or "Full Access"  
(maximum) status on  
Digital Citizenship Parent  
Consent Checklist

### Students will develop expertise to:

- Become critical viewers, consumers and producers of media by accessing, analyzing, evaluating and producing communication in a variety of forms.
- Understand ethics and responsibility to cover subjects of interest and importance to the target audience.
- Understand how yearbooks are produced, including the parts and roles on a staff and the methods of dissemination.
- Understand the economics of yearbook

production, including advertising and sales. All yearbook staff will be responsible for selling ads.

- Understand how to apply Associated Press style to writing headlines, captions and copy.
- Understand the rules of yearbook design and actively strive for quality in page design.
- Understand the technological tools in producing a yearbook, including PhotoShop, Microsoft Word, Microsoft Excel and StudioWorks.
- Meeting deadlines is the most important aspect of yearbook. The bulk of major grades will be based on the student's ability to meet set deadlines.

**Participation:** Active participation is mandatory to success in this class, and students are expected to be attentive and engaged. Active participation is measured by attendance, punctuality, preparation, contributions and cooperation, and **turning in pages by deadline is paramount**. Students who miss their deadlines will be graded accordingly, and may be removed from the class altogether. Students who are assigned to cover an event and do not show will be graded accordingly. Yearbook is a student-run organization. Respect the students in charge and take this opportunity to learn from them

**Time Expectations:** Many opportunities will be present in class to write, edit, brainstorm and design. However, students are creating a memoir of Marshall life, much of which takes place outside of school hours. **Time outside of class is imperative to be successful**. Mandatory staff workdays will be scheduled as needed after school or on weekends to meet deadlines. Editorial meetings will be scheduled once a week during lunch and at other times as needed.

**Academic Dishonesty and Plagiarism:** Academic dishonesty will not be tolerated. Any student caught plagiarizing or fabricating photos, videos, quotations, headlines or captions will receive a grade of 0 for that assignment.

**Confidentiality and Social Media:** Information created by *Dynasty* yearbook staff is the property of *Marshall High School* and shall not be disseminated without Ms. Lewis's approval. Students cannot shoot material and post it online or send it to a friend without permission. Students should also be responsible with social media and not denigrate or otherwise disparage *Marshall High School*, the *Dynasty* staff, the class or any individual classmate on any social networking system or public web presence, including Facebook, Twitter, Tumblr, Instagram or a blog. Staff is expected to behave above reproach and convey leadership and professionalism at all times. Yearbook students who do not meet these expectations can be relieved of their duties and placed elsewhere.

**Media Passes:** Passes are issued to staff as a privilege and students should only use them to gain access to events that they are assigned to cover as an *Dynasty* staffer. Students should not share media passes with anyone. Misused media passes will be revoked by and the student shall receive a 0 for that assignment.

**Technology Usage:** Students are expected to be responsible for school-owned equipment that may be used in this class including digital cameras, lenses, batteries, scanners, camera bags, video cameras, microphones, tripods, lighting, computers (desktop and laptop), and software. Digital cameras are valued at more than \$1,000; lenses are valued at \$450-\$1,000; video cameras are valued at \$2,200; laptops are valued at \$1,400-\$2,700. Camera and computer repairs start at \$300, minimum. Insurance is not provided to cover any of these costs; students are completely financially responsible for journalism equipment. ***Students will be required to pay the full replacement cost for lost, stolen or damaged equipment while it is in their care.***

*The signature portion below must be detached and returned to Ms. Lewis by Friday , Sept. 4, 2015.*

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**Student/Parent Agreement**

I have read and understand the guidelines and expectations for Yearbook. I understand that plagiarism will result in a 0 for the assignment and that I am financially responsible for all equipment while it is in my care. I also understand that horseplay or other inappropriate behavior while shooting photos may result in a 0 for that assignment.

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Student name (print)

Student cell phone number

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Student signature

Date

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Parent signature

Date