

Journalism II: Yearbook and Newspaper

Instructor/Adviser: Ms. Mary Brebner

Email: mbrebner@richland2.org

Phone: (803) 691-4049 ext. 36072

Course description: In this class, students will produce a yearbook for the 2012-2013 school year and a newspaper once every nine weeks (four total) using strong journalism principles and techniques. Students will assume positions of leadership for both publications, working with their peers to set deadlines, edit peer work (both writing and design), determine and produce content, and design an effective marketing plan.

Objectives

Students will:

- Define their roles as both yearbook and newspaper staff members
- Understand, practice, and learn skills necessary to apply ethical and legal considerations to the planning and production of publications
- Generate ideas that suit both long-term and immediate news coverage
- Plan and design layouts and place content using computer programs (Adobe Creative Suite 6.0 and Walsworth's online design program)
- Write copy, headlines, and captions
- Learn and use Photoshop and InDesign computer programs
- Work with each other to improve one another's writing and editing skills
- Coordinate and organize photographs for both publications
- Effectively choose reader-friendly typography, graphics, and layouts
- Successfully market and sell the yearbook as well as sell advertising (both business and senior ads)

While the majority of class time will involve production, we will also study:

- The story of journalism including the impact the Internet has on it
- Review news writing basics and how newsrooms/production rooms work
- Ethics and the First Amendment
- Style (AP Stylebook), editing and grammar
- Design and layout; InDesign and Photoshop
- Interviewing and getting the story
- Headlines and captions
- News writing/reporting
- Feature writing/reporting

- Sports writing/reporting
- Advertising and marketing
- Social media and online news; how multimedia can enhance a story
- Photography

Grading is based on:

- Class participation
 - Taking on leadership roles
 - Working as a team
 - Taking responsibility for your assignments/articles/pages
 - Etc.
- Meeting deadlines
 - *Late work*: You are expected to complete all assignments on time.
 - Interviews--zero if turned in after deadline
 - Rough Drafts--zero if turned in after deadline
 - Final Drafts--zero if turned in after deadline
 - Photographs--zero if turned in after deadline
 - Headlines/captions--zero if turned in after deadline
 - Spreads--zero if turned in after deadline
 - General assignments--minus ten points per day
 - *Make-up work*: If you are absent, it is your responsibility to come to be and find out what you missed. However, deadlines stand regardless of your absence. If you cannot make your deadline due to absence or illness, you need to make arrangements prior to said deadline.
 - Making certain everything is turned in on time and edited to the best of your ability
- Writing and editing (both self and peer work)
 - Each spelling/grammar error is an automatic one-point deduction
 - Any misspelled names or titles is an automatic two-point deduction
- Business management
 - Marketing (yearbooks)
 - Sales (yearbooks, senior and business ads)
- Final products
 - Four (or more) newspapers
 - 2013 yearbook
 - Tests/Quizzes