Computer Publications (HS Yearbook)

40 Week Course   **Melissa Norman, MS & HS Computer Teacher**

Specifications

♦ 1 unit of credit - regents or local.
♦ Pre-requisite--Keyboarding, Computer I, Computer II, and Advanced Computer Applications.
♦ Can be used toward a 5-unit sequence in computers.
♦ Equipment--one multimedia Windows computer per student with full Internet access and email.
♦ Tools--the Internet, email, digital camera, scanner, CD-ROMs, telephone

Software

♦ Microsoft Windows
♦ Microsoft Word for Windows
♦ Adobe Photoshop
♦ Internet Explorer

Course Overview

HS Yearbook is designed to be a project-based course for students who are ready to apply the skills they have learned thus far, not only in the computer sequence but in other subject areas as well. This course approaches the use of computers at the advanced level to continue to challenge students who are already computer literate with desktop publishing, word processing, spreadsheet and database management, the Internet, and electronic mail skills. Students will also be actively engaged in reading, writing, thinking, speaking and listening throughout the entire course.

The students enrolled in this course will be responsible for designing and publishing the Cincinnatus yearbook, *The Lion*. Students will gain experience in the world of desktop publishing and its high tech tools. Using state-of-the-art equipment, market-leading software packages, and an online editing program, students will design and create their own professional quality publication. In addition to learning the precise skills of typography and layout design, students will also learn essential communication skills and effective journalism techniques. Job titles may include photographer, senior editor, sports editor, clubs editor, underclassmen editor, business manager, and other titles.

HS Yearbook is a course that will address many of the new learning standards. It is designed to simulate an authentic office environment where students work as part of a team, utilize problem solving strategies and are challenged to develop targeted skills in computer applications, journalism, as well as communication. This curriculum invites students to answer three fundamental questions of learning:

> ➢ What am I learning?
> ➢ Why am I learning it?
> ➢ How can I use it?

Upon successfully completing this course, each student will know:
How to send messages via electronic mail at the advanced level.
How to search the Internet for research information and for student, individual, expert, and professional contacts at the advanced level.
How to load and operate Windows programs already familiar to them at a more advanced level including: Microsoft Word, Adobe PhotoShop, and Mozilla Firefox.
The proper terminology associated with desktop publishing and various computer applications.
The role of electronic equipment of the business office.
The role of computers in our information society.
The impact of technology on the workplace.
The relationship between school success and career success.
How to accept constructive criticism as well as praise and credit.
How to communicate effectively.

Upon successfully completing this course students will value:
The importance of lifelong learning due to technological change.
The importance of being computer literate in an information society.
The worth of his or her creations and the creations of others.
Their own ideas, beliefs and opinions as well as those of others.
The computer as a tool for gathering information.
The computer as a tool for productivity in any working environment.
The computer as a tool for effective communication on a local, regional and international level.
The importance of producing quality presentation documents to accomplish successful results.
The importance of attendance and punctuality.
The importance of optimism and enthusiasm in completing a task.
The importance of responsible behavior to an organization or team.
The effort and perseverance to reach deadlines and goals.

Upon successfully completing this course students will be able to:
Use intermediate/advanced page layout design features to create a readable and aesthetically pleasing page.
Uniquely format text with special font styles and designs.
Use Adobe PhotoShop to edit image size, brightness, quality and blend one or more images together
Use Adobe PhotoShop software to add special effects to images.
Use advanced word processing skills to create presentation quality documents.
Demonstrate file management skills by maintaining accurate, organized folders and files.
Conduct informational interviews with peers, teachers, administrators, business leaders and community members.
Write on an assigned topic with attention to organization, clarity, completeness and effective leads.
Make decisions regarding accuracy and relevance of information, determining fact from opinion.
Record and report information completely and accurately.
Communicate thoughts and key information effectively when speaking and writing.
Write in a variety of forms appropriate for specific audiences and purposes.
Compose business letters, articles and reports using correct style, format and content.
Identify the basic ingredients of journalistic writing, including the "5 W's" (who, what, when, where, why).
Use ideas and information to make decisions and solve problems related to accomplishing a task.
Demonstrate effective time management skills by achieving goals and meeting necessary deadlines.
Demonstrate the ability to work cooperatively with others and as part of a team.
Demonstrate an awareness of the knowledge, skills, abilities and resources needed to complete a task.
Use the established editing symbols known as proofreader marks.
Practice self-editing and peer editing prior to final copy.
Proofread documents for correct grammar, spelling and punctuation.
Research, analyze and interpret information gathered from a variety of sources.
Select and use appropriate technology to complete a task.
Import and export text, data and images between software programs.
Explain and follow the 5 steps of the writing process: prewriting, writing, revising, editing, and publication.
Operate a scanner to import images and text into documents.
Operate a digital camera and download images to create presentation quality documents.

Suggested Outline of Units and Projects

The following is a primary guide to time units and projects to be completed. The time allowances and projects may vary from those listed below and may be taught in a different order than presented.

Ongoing- **Yearbook**- Students, as the main goal of this course, will produce the district's yearbook, *The Lion*. The course will be run as a simulated office environment. The course should adhere to the following guidelines:
- Keep class sizes small with a maximum of 10 students working together as a team.
- Grades will be based on effort, participation, class work and organizational skills.
- Deadline schedules will be posted and used as a guide to meet all goals.
- Weekly goals will be established and checked off at completion.

Sections of the yearbook will include the following:

1. Cover
2. Title Page
3. Dedication
4. Valedictorian/Salutatorian
5. Senior Section (student photos and information)
6. Senior Superlatives
7. Senior Wills and Last Testaments
8. Jr./Sr. Prom
9. Underclassmen Section
10. Sports Section
11. Clubs Section
12. Spirit Week/Pep Rally/Homecoming
13. Elementary Events
14. Senior Patron Ads
15. Business Ads

Job descriptions will include the following:

Senior Editor is responsible for editing the senior section of the yearbook for accuracy. Ensuring that the correct information and pictures are handed in on time from all seniors will also be a primary responsibility of the senior editor. This editor should also examine the layout, colors, fonts, and font sizes to ensure that these items are correctly and effectively utilized.
Underclassmen Editor is responsible for editing the underclassmen section of the yearbook for accuracy. This editor will need to check the names of each student to ensure that they match the student in the picture and are spelled correctly. This editor should also examine the layout, colors, fonts, and font sizes to ensure that these items are correctly and effectively utilized.
Sports Editor is responsible for editing the athletics section of the yearbook for accuracy. This editor will need to edit the captions and double-check the names of each student to ensure that they match the students in the picture and are spelled correctly. This editor should also examine the layout, colors, fonts, and font sizes to ensure that these items are correctly and effectively utilized.
Clubs Editor is responsible for editing the clubs section of the yearbook for accuracy. This editor will need to edit the captions and double-check the names of each student to ensure that they match the students in the picture and are spelled correctly. This editor should also examine the layout, colors, fonts, and font sizes to ensure that these items are correctly and effectively utilized.
Business Manager is in charge of handling the financial aspects of the yearbook. These responsibilities include: collecting yearbook payments before the final due date, collecting payment for senior patron ads and business ads, sending out payment reminders to those who made partial payments, keeping a spreadsheet of all transactions made throughout the year, and completing the appropriate paperwork for deposits and withdrawals.
All Staff Members will be in charge of taking pictures, interviewing students and faculty/staff, creating layouts, advertising to yearbook buyers, and planning events for the yearbook staff to partake in.

1 week/ongoing- **Marketing and Sales**- Students will work as a team to create advertising campaigns to increase yearbook sales.

Ongoing- **E-mail Technique**- Students will use e-mail skills to:
- Introduce themselves to our school's Jostens representative and our school's contracted photography studio representative
- Communicate with co-advisers and staff members of the yearbook club, along with our district's teachers and coaches.
- Conduct work outside of the school day.

1 week/ongoing- **<u>Time Management</u>**- Students will increase their productivity by prioritizing their activities; after evaluating how students currently manage their time, they will learn how to take control of their schedule and develop a personal time management system that works for them. Time management is particularly important when creating a yearbook because specific deadlines have been established by the yearbook company and they must be followed in order to avoid fees and a late arrival of the yearbook.
- ♦ Learn the basic concepts of time management.
- ♦ Acquire techniques and skills for becoming and staying organized in everyday situations.
- ♦ Develop their own personal time management system.
- ♦ Quit wasting time on unnecessary tasks and have time for the important things in life.
- ♦ Prepare a calendar planner that is shared among all workers.
- ♦ Plan their long-term goals and take the steps to achieve them—every day.
- ♦ Apply all time management skills to meet yearbook deadlines.

2 weeks/ongoing **<u>Layout Design</u>** – To create a quality yearbook, students must know how to properly design a layout to increase readability and capture the reader's attention. Designing a layout is more than making things fit on a page or a spread; it involves placing elements on a page in an manner that allows readers to focus on the content and not be distracted by misplaced captions, oversized pictures, or missing information.

2 days/ongoing **<u>Photography</u>** – No matter how experienced or inexperienced a photographer, students will be trained to increase picture quality using a digital camera. The ten basic tips include: Keep your camera ready, get close, keep people busy to lessen a staged look, use a simple background, place the subject off-center, include foreground in scenic pictures, look for good lighting, hold your camera steady, use your flash, use formatted SD and CF cards.

3 days/ongoing- **<u>Picture Effects</u>**- In using Adobe PhotoShop software students will learn how to edit their photographs and add appealing effects to images. This will range from using 300 different edge effects and special effects such as masking, opacity, shadowing and 3-D to create extraordinary images. These enhancements will add to the overall visual appearance of the publication.

1 week/ongoing- **<u>File Management</u>**- Maintaining file management will be a high priority. Students will share pictures using the Jostens Yearbook Avenue website, therefore saving to the correct location and proper file naming must be utilized.

1 week/ongoing- **<u>Reporting and Editing</u>**- Students will learn skills necessary for preparing and presenting reports in proper newspaper format. This includes proper titles, dates, grammar, capitalization and punctuation. Students must also report information accurately and document reference sources using American Psychological Association (APA) format. Students will review and use standard proofreader marks when editing and making revisions from hard copy. Peer editing will be utilized as each editor makes edits their section of the yearbook.

1 week/ongoing- **<u>Writing</u>**- Students will be challenged to improve their writing skills with the main goal being to write:
- ♦ A very clear statement of the topic including facts, information, research data, pictures, and/or quotes.
- ♦ Each student will be expected to make an original and worthwhile contribution to each issue; this comes from applying the above goals along with creative wording so the audience is impressed by the way the information is presented.
- ♦ Students will be encouraged to not always rely on the software's spelling and grammar checker, instead they will be asked to proofread their own work and have a second classmate proof before submitting any articles.
- ♦ Sample writings from other award-winning yearbooks will be used to guide students to more unique wording of opening lines, content, and closings for each article. The goal is to stray students away from the dull habit of starting every article with the same phrases over and over. The brightest writers develop techniques for making their papers lively, informative, and appealing.

1 week/ongoing- **<u>Informational Interviewing</u>**- Students will learn how to conduct successful information-gathering interviews, such as:
- ♦ Preparing questions in advance.
- ♦ Using open-ended questioning techniques to obtain more information than yes/no answers.
- ♦ Researching the topic to carry on a better discussion.
- ♦ Practicing interviewing techniques.
- ♦ Preparing answers for questions that they could expect in the discussion.
- ♦ Practicing appropriate listening skills.
- ♦ Showing interest in the person and what they have to share about the topic.

Ongoing- **Keyboarding Procedures-** Students will be encouraged to utilize proper keyboarding techniques and the touch-type method of typing.

1week/ongoing- **Equipment Use**- In addition to the use of digital cameras, students will also learn to use the scanner to import pictures into layouts, especially in the Senior section, Senior Patron Ads section, and Business Ads section.

1 week/ongoing- **Special fonts and formatting effects**- Students will learn the many ways fonts can be manipulated to produce unique designs. For example using a larger first letter, mixture of font styles, subscript, superscript, strikeout, drop caps, small caps, rotated text, text on a path, shadows, 3-D, bold, italics, text within callouts and various other text formatting features. Special effects include: borders, separator lines, shading, and other added effects. They will examine many examples in the Jostens LookBooks and online, and then practice designing their own unique layouts.

2 weeks- **Advanced Word Processing**- Students will review columns, table techniques, mail merge, envelopes and labels, and other advanced features of Microsoft Word to increase productivity.

1 day- **Field Trip**- Students will have the opportunity to attend the Jostens CNY Regional Yearbook Workshop in Syracuse during the month of September. At this conference, students will be able to browse hundreds of examples of award-winning yearbooks, learn the newest trends in yearbooks, network with students from other schools and meet our school's Jostens representative. Students will also listen to a keynote speaker during which they will learn about theme development, organization, marketing and sales, and yearbook photography.

Evaluation

1. Students are expected to constantly evaluate their work both while in progress and when completed.
2. Students will be assessed bi-weekly using a student evaluation chart that includes organization, time management, file management, technical proficiency.

Final Exam—Students will complete a Yearbook Proposal Project, in which they will offer a proposal for the next year's yearbook. Required elements will include a theme, color family, font families, and design layouts for various sections throughout the yearbook. They will present their proposal to the class, and the class will vote on which yearbook proposal they like best.