



Yearbook Production Fall Semester - 2010

Matt Buckley
Room 3204

Office Hours:
7-7:30 am and 2:30-3pm
or by appointment
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Course Description

This course will focus on the production of a yearbook using current trends in design, packaging, and styles. The class requires the practice of skills in news writing, use of photography, and an understanding of layout skills by the use of computers and design software. The class also has a focus on sales and marketing to ensure the yearbook is seen and financially successful.

Course Objective

To create an accurate document reflecting on the happenings of Kofa High School through accurate reporting of events and visually interesting artwork.

Class Rules

1. Be on time.
2. Be prepared.
3. Be respectful of others.
4. Observe all rules and regulations outlined in the student handbook.

Grades & Grading Scale:

100 – 90 =	A	Grades will be based on number of points earned by the student from the number of points available for earning.
89 – 80 =	B	
79 – 70 =	C	Grades each six weeks will include homework, in class work, quizzes, tests, and writing assignments. Semester grades are calculated by district standards as follows:
69 – 60 =	D	Grading period 1 30%, Grading period 2 30%, Grading period 3 25 %, Final exam 15%.
59 or less=	F	

Semester Schedule

Week 1: Introductions, Rules/Guidelines, Caption Writing

Week 2: Marketing the book

Week 3: Photo basics, Design basics, Layouts

Week 4: Coverage, Secondary Coverage, Modules

Week 5: Senior Ads, Business Ads, Selling an Ad

Week 6: Design basics, Layouts

Week 7: InDesign Training, Layout Templates

Week 8: Page Assignments; Pagination

Week 9: Pagination; Writing & Photo Assignments

Week 10: Pagination; Writing & Photo Assignments

Week 11: Pagination; Writing & Photo Assignments

Week 12: Pagination; Writing & Photo Assignments

Week 13: DEADLINE WEEK: Editor review; submission

Week 14: Pagination; Writing & Photo Assignments

Week 15: Pagination; Writing & Photo Assignments

Week 16: Pagination; Writing & Photo Assignments

Week 17: Pagination; Writing & Photo Assignments

Week 18: DEADLINE WEEK: Editor review; submission

Yearbook Goals 2010-11

- To get as many different students into the books, we do NOT want to see the same face over and over again.
- No posed pictures!
- To sell 32 pages worth of business/senior ads for the year.
- To meet ALL deadlines early or on time.
- To have fun with the theme and creatively implement it throughout the book.
- At the end of the year to have a yearbook that Kofa High School is proud of and that the staff is proud of as well.

Yearbook Club

As a member of the yearbook class, you are also part of the yearbook club. The club's main focuses will be on being a part of the culture at Kofa and raising the funds to pay for the yearbook. Those costs are nearly \$40,000, so your participation in ad sales is both a club requirement AND a class requirement.