



COLLEGIATE PUBLICATIONS 2024-25

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Goals of the course/program (student learning goals):

Upon completion of the course, students will:

- **Develop aesthetic sense so that they can recognize and create balanced layouts that incorporate the elements of design and are pleasing to the reader.**
- **Develop writing skills to meet professional publishing standards.**
- **Develop critical thinking and analytical skills through the practice of responsible journalism.**
- **Learn the use of the computer as a tool for writing and page design.**
- **Learn the necessity of teamwork and of meeting deadlines.**
- **Develop an awareness of the requirements for a career path in publishing.**
- **Learn to recognize and create well-composed and high-quality photos that tell a story.**
- **Learn to edit and produce high-quality images**
- **Learn assertiveness, responsibility, and communication skills in working with peers, staff, and members of the community.**
- **Develop interviewing, listening, and note-taking abilities**
- **Demonstrate the techniques that effectively use the design elements and principles of art**
- **Understand and apply advertising and money management skills and techniques**

Major units of instruction of course/program:

Unit 1 – Teamwork and representing yourself as a team member and school representative, Leadership/Coverage

Unit 2 – Pre-Planning the Yearbook (theme and theme development, fonts, color selection, cover)

Unit 3 – Advertising and Sales Strategies and Related Ethics

Unit 4 – Interviewing Skills, student coverage, and related ethics

Unit 5 – Yearbook vocabulary terms

Unit 6 – Camera basics, photography, Photoshop, photo editing, and related ethics

Unit 7 – Basic layout design and color choices

Unit 8 – Grammar, copywriting, story development, and captions

Unit 9 – Editing

Unit 10 – Publishing and Design in the Real World; First Amendment and Media Literacy





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Proposed activities:

- **Story Ideas/Brainstorming/Writing** - Students generate ideas for stories, sidebars, captions, and interviews. The types of writing include news, sports, feature, and editorial.
- **Reporting** – Students will complete comprehensive reporting, which includes interviewing multiple sources, before writing stories. Students will meet all story deadlines.
- **Photography** – Students will take all photos, and manipulate and scan or upload them on the computer for pagination.
- **Layout and Design** – Students will design and lay out all pages of the yearbook, and meet all deadlines. The students gain practical experience using the computer in various forms of design and production. Areas of study include the type of design, illustration, and how design has an impact in the real world. Students will study and compare professional publications, including popular magazines
- **Copy Editing** – Students will proofread copy according to Associated Press style, and also look for any potential situations where the libel law could come into question.
- **Advertising** – Students will sell advertisements and books during the year to help defray the costs of publication.

Proposed Instructional Methods:

- Cooperative learning through group editing and brainstorming sessions
- Presentations by instructor
- Ongoing individual evaluation of student work by editors and instructor
- Group instruction
- Parental involvement
- Workshops (teacher and publisher-led)

Procedure for evaluating student progress:

- Grades will be maintained electronically and will include:
- **Minor Grades (CLS Classwork 10%, 10% HMK Homework)** – Daily participation in individual and section activities, interviews, etc. Participation in photography and data collection is required.
- **Major Grades (Major writing assignments (MWA) 45% of the grade, and Assessments (ASM 35% of grade) Layouts with deadlines that have to be met with work done to quality standards and graded with rubrics. Digital photography will be graded with rubrics. There are written and electronic quizzes. The collection of advertising and yearbook sales grades are determined by collection amounts.**

Procedure for evaluating the success of the course:

- Successful completion of deadlines
- Quality of student work on layouts, design, and photography using rubrics

