

## Yearbook Syllabus



James Clemens High School  
11306 County Line Road  
Madison, AL 35756

Teacher: Mrs. Meleighsa McLaughlin  
Email: mamclaughlin  
@madisoncity.k12.al.us  
Phone: 256-216-5313 ext. 95105

- I. Course Description:** In this course, students will develop and master skills in one or more of the following areas: page design, publishing techniques, copy writing, marketing, editing, and photography while producing *The Journey*: a creative, innovative yearbook that records school memories and events. Staff members will gain real-world skills in time management, marketing, teamwork, and design principles.
- II. Course Objectives:**
- Develop a theme
  - Design cover, end sheets, and title page that reflect the theme
  - Create master designs for each section
  - Create a workable ladder
  - Set up type specs and graphic elements for each section
  - Determine story ideas
  - Determine photo ideas
  - Identify prospective story and photography opportunities
  - Conduct interviews
  - Facilitate fall and club photo days
  - Set up story and photo assignments: “shoot to the shot”
  - Organize sale and distribution of the yearbook
  - Sell advertising
  - Utilize GroupMe and social media to benefit the program
  - Assist fellow staff members
  - Edit pages, including design elements, copy, and photographs
  - Establish and meet publication deadlines
- \*Specific [Roles and Responsibilities](#)
- III. Classroom Expectations:**
- Jet Core Values
- Be respectful.
  - Be responsible.
  - Be resourceful.
- Take pride in the staff; we are an elite organization. Please protect our reputation and privileges.
  - While individual work is necessary, working as a team member is essential
  - Maintain computer equipment, provided cameras, and press passes
  - Attendance and punctuality to class and to all deadlines are paramount
  - Ask questions, make suggestions, share any concerns, and self-advocate

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### **Accommodations:**

Requests for accommodations for this course or any school event are welcomed from students and parents.

### **Concerning laptop utilization:**

1. Student laptops should not be hard-wired to the network or have print capabilities.
2. Use of discs, flash drives, jump drives, or other USB devices may not be allowed on Madison City computers.
3. Neither the teacher, nor the school is responsible for broken, stolen, or lost laptops.
4. Laptops and other electronic devices will be used at the individual discretion of the teacher.

### **IV. Grading Policy:**

Test grades will account for 70%, with the remaining 30% being determined by quiz/daily grades. The grading scale is as follows: A (90-100), B (80-89), C (70-79), D (65-69), and F (below 65). Grades will be a reflection of mastery of the standards. Make sure that any absences are excused, in order to have the opportunity to earn credit.

### **Grades are based upon the effort and quality of completed work.**

- The quality completion of individual and group assignments
- Meeting the staff established deadline schedule
- Failure to meet a deadline results in the deduction of one letter grade for every day late
- Grading will include the following, along with any additional material deemed necessary:
  - o Adherence to staff established deadlines
  - o Section and page development
  - o Writing stories, captions, and headlines
  - o Creativity and design
  - o Editing
  - o Selling ads/yearbooks
  - o Completing interview and photo op assignments

### **V. Make-up Test Policy:**

With an excused absence and prior arrangements, tests may be made up by scheduling a time with the teacher.

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- VI. Text and Other Required Reading:** Required training will be determined by the student leadership team, Walsworth Yearbooks representative, and adviser.
- VII. Materials and Supplies Needed:** Each staff member will have access to a Macbook Air, the Adobe Suite, Canva for Education, camera equipment, and an account with Walsworth (our publisher). Although the majority of materials and supplies will be provided by the adviser, staff members are welcome to bring their own. Each staff member should provide their own sd card, like [this](#), to utilize with our cameras. You may find a [keychain holder](#) helpful as well.

Dear Parent,

I look forward to having a great year getting to know your child and helping to develop his/her skills. Communication is key, so please reach out to me with any questions or concerns throughout the semester.

If there is anything you would like me to know to better work with your child, please let me know at your earliest convenience. My contact information is at the top of this syllabus.

### >> Parent/Guardian Agreement

- I grant permission for my child to work on yearbook-related errands in the community outside of school hours.
- I understand that my child will need to devote time outside of class to the completion of assigned tasks outlined in their job description.
- You may post my child's photo and work on social media as it pertains to the yearbook program.
- I understand that my child will be working with specialized equipment and supplies and will be held responsible for any damage, loss, and/or waste due to negligence.
- I understand that if my child is going to be absent that he/she needs to make arrangements for his/her out-of-class duties to be covered.
- I understand that my child will be responsible for assisting with the financial aspects of the publication, including book and advertising sales. This may be used as part of the class evaluation criteria.
- I give permission for you to create a student account for my child and allow my child to use Canva for Education. I consent to the collection, use, and disclosure of information about my child as set forth in Canva's [privacy policy](#).
- I understand that if my child falls short of any of these expectations or duties, as determined by the Yearbook Adviser, he/she may be removed from the yearbook staff.

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### >>Staff Member Agreement

- I pledge to behave responsibly, reflecting the best of myself, the staff, and the school when on staff-related assignments in the community.
- I have been made fully aware that I may be asked to devote outside time in order to complete assigned tasks outlined in job descriptions for deadlines. I commit myself to making those times available.
- You may post my photo and work on social media as it pertains to the yearbook program.
- I understand the importance of the publications' equipment and supplies and pledge to treat them with respect. Should I neglect, lose, and/or abuse the materials, I will repair or replace them.
- I understand the importance of being where I am supposed to be when I am supposed to be there. When necessary, I will contact an editor and the adviser to report my absence, especially if alternate plans need to be made to cover an event or meet a deadline.
- I understand that I may be asked to help with the financial commitment of the publications, including advertising and yearbook sales and other fund-raising.
- I understand that falling short of any of these expectations or duties, as determined by the Yearbook Adviser, may result in my removal from the yearbook staff.

### >>Adviser Agreement

- As the adviser, I understand that staff members have other obligations and responsibilities and I respect that this is a student-led publication. Therefore, I will support the leadership team and all staff members as their needs dictate and encourage an open line of communication between staffers, editors, parents, and me; please reach out to me at any time.

Warmest regards,

Mrs. Meleighsa McLaughlin

Student Name (Print) \_\_\_\_\_ Date \_\_\_\_\_

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian Name (Print) \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_

Preferred Email address \_\_\_\_\_

Preferred Phone number \_\_\_\_\_