

I. Course Information

Welcome to Journalism, a production-oriented class whose primary purpose is conceiving, editing, producing, and selling the school yearbook. To be successful in this class, you must be able to:

- Be on time with *all* your required materials;
- Do *your own* work to the best of *your* ability;
- Meet *any and all* given deadlines;
- Be respectful of other people's opinions.

Although this course is primarily focused on the creation of the school's yearbook, you will also learn a variety of journalism skills that can be applied to other content or career areas in your life—these skills include creative design, copywriting, photography, and interpersonal skills. As designing a yearbook is a challenging process, you will likely encounter many successes and failures this year, both in and out of my class. How you react to and triumph over these failures will likely determine your success as a student this year.

II. Required Materials

<u>Material</u>	<u>Quantity</u>	<u>Special Notes</u>
Composition notebook	1	▪ Basic black & white cover notebook
Post-It Notes	Set of 3	▪ Regular size or larger
Pens and Pencils	3+ packs	▪ Blue or black ink ▪ Pencils are used for Scantron exams and must be #2
Paper (college-ruled)	2-3 packs	
Student planner	1	▪ Cell phone calendars can be accepted as a substitute

III. Rules & Expectations

1. Follow directions *quickly*.
2. Have out all materials *before* morning music ends.
3. Never interrupt *anyone*—including Hampton—while they are speaking.
4. Raise your hand for permission to speak or leave your seat.
5. Keep Hampton Happy.

IV. Deadlines

Success in this class is tied directly to student satisfaction: if the student is happy with their yearbook, then we have succeeded in our mission. However, in order to keep the student happy, you must be able to meet deadlines with minimal supervision from myself and/or yearbook officers. If a picture is not taken, or information is not gathered in a timely manner, this will not only reflect negatively on you, but also our entire staff. Thus, plan on allowing time to rewrite, process photographs, and gather additional information. As best you can, expect the unexpected, such as equipment malfunction, missing students, or inclement weather.

V. Grading

Because this journalism class is structured around the production of yearbook—with its intricate parts and independent mix of sports and activities—grading in this class is determined by a single grading contract with six categories. To score an A in this class, simply do everything listed in the “A” category. Any yearbook student who receives a failing grade at the end of the quarter will be removed from this class.

	<i>A (100%)</i>	<i>B (80%)</i>	<i>C (70%)</i>	<i>F (0%)</i>
<i>Sport / Event Attendance</i>	Attends 4 or more events or sporting activities (after school) per quarter. For each event or sport, photographs taken are submitted on time (within 24 hours)	Attends no less than 3 events or sporting activities (after school) per quarter For each event or sport, photographs taken are submitted on time (within 24 hours)	Attends no less than 2 events or sporting activities (after school) per quarter For most events or sports, photographs taken are submitted on time (within 24 hours)	Attends less than 2 events or sporting activities (after school) per quarter For most events or sports, photographs taken are not submitted on time (within 24 hours)
<i>Photography</i>	Photographs taken tell a story or invoke an emotion. All photographs are post-processed using Photoshop or Lightroom.	Pictures are never blurry or poorly lit; most photos use the rules of photographic composition (framing, leading lines, angles, rule of thirds, etc.)	Some photographs are consistently blurry, poorly lit, or are of poor photographic composition. No photographs are post-processed using Photoshop or Lightroom.	Most photographs are consistently blurry, poorly lit, or are of poor photographic composition.
<i>Quiz / Test Scores</i>	Scores of 90% or above average on all quizzes and tests.	Scores of 80% or above average on all quizzes and tests.	Scores of 70% or above average on all quizzes and tests.	Scores below 70% average on all quizzes and tests.
<i>Fundraising</i>	Makes (and documents) contact with 3 or more new clients a week (until team or class quota is met)	Makes (and documents) contact with at least 2 new clients a week (until team or class quota is met)	Makes (and documents) contact with at least 1 new clients a week (until team or class quota is met)	Makes (and documents) contact with less than 1 new client a week (until team or class quota is met)
<i>Copywriting</i>	Stories are written in third person, active voice, and use quotations effectively throughout the story. There are no style, spelling or grammatical errors present in writing.	Stories are written in third person, active voice, but may not use quotations effectively throughout the story. There are some style, spelling or grammatical errors present in writing.	Story has a beginning, middle, and end, but may lack a cohesive flow. There are many style, spelling or grammatical errors present in writing.	Story is not organized in any logical way. The errors made make the text nearly unreadable.
<i>Yearbook Club (After School Meetings)</i>	Attends all (1 per month) after school meetings and “editing parties.”	Attends most (2/3 per quarter) after school meetings and “editing parties.”	Attends some (1/3 per quarter) after school meetings and “editing parties.”	Does not attend after school meetings and “editing parties.”

VI. The “Yearbook Club”

Because yearbook requires a strong after-school commitment, the “Yearbook Club” was created to help facilitate activities that could not be completed during normal class time. The club meets once per month and usually involves helping to edit pages and learning additional camera skills. The cost to join the yearbook club for 2014-2015 will be **\$75**. This fee includes a:

- 2014-2015 yearbook (\$50)
- yearbook staff t-shirt (\$10)
- journalism workbook (\$15)

Joining the club is mandatory for all journalism students. If you have issues paying this fee, please see Mr. Hampton first to discuss other options for payment.

VII. Advertisement Sales & Fundraising

You might be surprised to learn that the production of yearbook is not funded entirely on yearbook sales. Even if every book was sold (about 375) at the maximum price (about \$85), we would still be about \$10,000 short of paying our bill to print our book. To help pay this difference, this class will require you to sell advertisement spaces in our yearbook. These spaces can be sold to businesses (like drycleaners, tattoo shops, restaurants, etc.) or to students (usually seniors or clubs/organizations).

This year, we have roughly **30 pages** of ad space to sell. You are required to make contact with four (4) businesses per week until our quota is met. You may contact these people or businesses in person or by phone, but a person must sign a “rejection letter” notice as proof that you made contact with them. It’s best to start with businesses that you frequent or people that you know. Although it might seem threatening to sell ads in person, people are much less likely to reject you and sign your “rejection letter” in a face-to-face setting; it’s much easier to tell someone “no” or hang up on them by phone!

Rejection letters are collected at the end of every week and are part of your grade in this class (see your grading contract).

VIII. Camera Equipment Policy

At times, you will be required to check out cameras and lenses in order to complete an assigned activity. Some of this equipment may be valued at over \$3000. By checking out this equipment, you understand the following:

1. It is your responsibility to care for the equipment while in your possession.
2. Do not let anyone—not even for a moment—borrow your equipment.
3. You are responsible for any damage or loss that occurs.
4. All equipment must be returned to its proper location.
5. When returned, clear SD cards and charge batteries for the next person.
6. You may use your own equipment when applicable.

IX. “I Missed a Day” Policy

Your primary means of getting missed work for my class is through my website: **jhampton.pbworks.com**. You’ll find links to class handouts, presentations, and homework given that day. Assignments on my website are colored-coded for your ease:

- No highlighting means you are not required to complete the assignment.
- **Yellow highlighting** means you must complete the assignment.
- **Blue highlighting** means the assignment was taken for a grade.

As a yearbook student, you are required to have weekly access to a computer. If you do not have access to a computer, befriend someone who does, or plan to come in before or after school. If you ask me about missed work during class, I will direct you to the student computers in my classroom during warm up time and you can access my website there. I cannot answer any questions about missed work during class. If you are absent and cannot come in before or after school *and* you do not have access to a computer *and* you fail to collect your missed work, then you should not take this class.

X. Late Work

Because yearbook deadlines are set by the publisher, **late work is not accepted** under any circumstances, even if it falls into the "I Missed a Day" policy stated above. Assignments are due the period in which you have me, not after. I will not print your assignments, nor will I accept emailed work, unless I specify otherwise. Do not come to me with your computer or printer problems the day your assignment is due; it is your fault for waiting until the last minute to complete your assignment and/or print it out.

XI. Calendar

Unit	Sport Season	Information	Weeks
1	Fall	FALL TERM <ul style="list-style-type: none"> ▪ The Basics of Yearbook Journalism <ul style="list-style-type: none"> ○ Class Overview ○ Introduction to Cooperative Learning / Team Building ○ Staff Positions ○ Journalism Terminology ○ Ladder Explanation & Distribution of Events Calendar ○ Advertisements & Sales ○ Principles of Layout & Design ○ <i>Pictavo</i> Training (uploading photos) 	2
2	Winter	<ul style="list-style-type: none"> ▪ Elements of Photography <ul style="list-style-type: none"> ○ Photo caption writing ○ Introduction to Photoshop CS4 	7
3		<ul style="list-style-type: none"> ▪ Copywriting / Copy Editing <ul style="list-style-type: none"> ○ AP Style guide ○ <i>Pictavo</i> Training (everything else) ○ Mastering the Interview ○ Sports Writing 	7
3	Spring	SPRING TERM <ul style="list-style-type: none"> ▪ Copywriting / Copy Editing (cont.) <ul style="list-style-type: none"> ○ Feature Writing ○ News & Advocacy Writing 	6
4		<ul style="list-style-type: none"> ▪ Finishing The Yearbook <ul style="list-style-type: none"> ○ Meet all deadlines and complete the 14-15 yearbook 	8
5		<ul style="list-style-type: none"> ▪ 2015-2016 Yearbook Planning <ul style="list-style-type: none"> ○ 2015-2016 theme submissions 	3