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**2012-13 Yearbook Syllabus**

Welcome to the 2012-13 yearbook staff! We had a great year last year and produced a yearbook we were proud of and I am excited to welcome everyone this year. As a member of the yearbook staff, you will learn the skills needed to produce a yearbook, but in the process you will also learn how to work as part of a team and hone your writing, photography, and business skills.

**Course Description:** The yearbook course has been designed to provide students with the journalism skills and the ability to apply those skills to the actual production of the yearbook. Units of study include teamwork, responsibility, brainstorming, content, coverage, marketing, production, reporting, copy-writing, headlines, captions, editing, photography, typography, layout design, graphics, finances, advertising and distribution.

Actual work results in the current volume of the school’s yearbook. The publication strives to maintain a tradition of excellence in which the school and the community can take pride. Mastery of the goals and objectives fully verse staff members in all areas of publication production and will help students interested in pursuing journalism in college with skills needed to succeed.

**Students will need the following:** Good attendance and punctuality, a good attitude, creativity, patience and the ability to work well with others. Since this is an elective, I want students who want to be here and have a desire to help produce a 2013 yearbook that Pace will be proud of.

**Objectives:**

- to produce a publication that will serve as a historical record of student activities;

- to produce a memory book that preserves memories, much like a family album;

- to produce a reference source that includes names, scores, honors, titles and other relevant data;

- to produce a vehicle that can be used as a public relations tool to give readers positive impressions of the activities and attitudes of the school;

- to create an educational tool that gives students hands on training on skills in writing, advertising, marketing, design creativity, photography, business management, and the desktop software programs Photoshop and InDesign.

**Course Outcome:**

- to learn common desktop publishing skills

- to demonstrate competency in proofreading skills

- to demonstrate use of Photoshop

- to use online Jostens website to design entire 2013 yearbook

- to create senior and business ads

- to use business and marketing skills to fund the yearbook and all yearbook related expenses

**Grading:** Students will be graded on the following criteria:

- production work (computer skills). Grades will be taken randomly as daily work and quiz grades.

- perform writing exercises for captions, headlines and copy (daily work and quiz grades).

- class participation and other yearbook related assignments (daily work grades).

- selling chips during lunch (daily work grades).

- sell five yearbooks (one per six weeks. A $20 deposit is required) for five separate **TEST** grades.

- proofreading layouts (**TEST** grades).

- submit page spreads (Six weeks **TEST** grades).

- semester final exams.

-photo assignments (taking pictures at football games, of student life, etc.) for extra credit grades.

- after the yearbook is completed, students will brainstorm ideas for 2014 yearbook and put together an advertisement on Photoshop. (daily work grades, **TEST** grades and final exam **TEST** grad ).

**Absences:** Deadlines are extremely important to both yearbook and newspaper. One missed deadline costs money and pushes back the entire publication. It is important to stay on top of your work so if you happen to absent, you still will be in good shape with deadlines.