

Journalism – 1st period
Photojournalism – 2nd period
Yearbook – 3rd period
Newspaper (Advanced Journalism) – 4th period
Yearbook/Newspaper Editors – 5th period
Conference 6th and 7th periods
Tutorials: After school Mon through Thurs, or by appt.

Mr. Birnbaum
Plano East Senior High School – Room B4-201
mike.birnbaum@pisd.edu

Yearbook Syllabus

1. Course Overview:

Use all of your academic skills in a real-world context. Writing, design, business, technology and communication combine for a uniquely beneficial class that yields skills necessary for success in college and beyond. You will work collaboratively with your peers in this student driven class, using digital cameras, photo editing software, and online design software (Adobe InDesign) to digitally produce an actual hardbound yearbook.

Yearbook staffers need to compromise when developing a theme, creating layouts that share the theme and implementing marketing strategies. Students will assume shared responsibility for collaborative work and value the individual contributions made by each team member.

Ideally, every page in the yearbook will inform the school community about the clubs, activities and sports available to students as well as providing an entertaining presentation of the interests of the student body at this point in time.

Students are critical thinkers as they analyze a layout to determine if it has good coverage, compare consistency from spread to spread or evaluate how they are tracking to deadlines or sales goals.

Students on the yearbook staff are running a business. Using their academic knowledge and teamwork, they are creating a product that a huge percentage of their peers will purchase.

2. Publication Policies:

Content:

By virtue of the fact that publication is student conceived, planned and produced, as well as a product of an academic program, there are certain guidelines that must be put into practice ethically and legally.

Journalistic in nature, the publication attempts to inform and entertain its audience in a broad, fair and accurate manner on all subjects that affect readers in the areas of lifestyles, academics, clubs and sports. The entire student body constitutes the target audience for the book with secondary audiences including parents, school personnel, community members and other scholastic journalism groups. Content focuses on coverage that will meet the wants and needs of the majority of these students.

While the staff not only allows, but also encourages, constructive criticism of any part of the publication, before or after distribution, final authority for the content rests solely in the hands of student journalists and their adviser. Administrators rely on the advisor and staff to make ***appropriate content*** decisions.

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No material, opinionated or otherwise, will be printed which is libelous, irresponsible, advocates an illegal activity or which the editorial board and/or adviser deem in poor taste.

Portrait Policy:

All students and school personnel must have their portraits made with the official school-selected studio photographer to be included in the current volume of the publication, as well as used for administrative purposes. In addition to a photograph from the school-selected photographer, seniors are granted permission to submit a full portrait to the publication.

The publication will not allow suggestive, satanic or crude clothing or anything that violates school dress and behavior code to appear in photographs. The offending student will be notified but is responsible to correct the photo by the announced deadline. Any photos of seniors that arrive after the announced deadline are not guaranteed to appear in the publication.

Attribution Policy:

Should any photograph or article be provided from an outside source, attribution will be given in accordance with the style agreed upon by the yearbook staff.

Advertising Policy:

All advertising accepted by the staff must meet the same guidelines as the content and portrait policies. Acceptance of advertising does not constitute an endorsement by the school, the staff as a whole or its individual members.

3. Staff Policies:

Attendance & Commitment:

This Yearbook publications class is a business and, as in industry, time is money. Staff members must pay attention to their attendance and be committed to creating an exceptional product for their clients. As such, it is each staff member's responsibility to ensure that their work is completed **on time** and that any pre-planned absences have been made known to the editor as well as the adviser (Mr. Birnbaum).

You will be tasked with covering numerous school-related and local community events and producing written articles as well as excellent accompanying photographs and captions. This can't be stated enough – this class requires a lot of time **outside of school hours**. If you know that you are NOT someone who can commit to a lot of assignments outside of school hours, **please seriously reconsider your choice to be enrolled in this class.**

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Unlike other classes, if you miss an assignment or deadline, the consequence does NOT solely fall on you (failing grade), but rather the entire staff. You will be letting your entire staff down and possibly resulting in a degraded final product (in this case, a well produced yearbook). If you know you are going to be absent, it is vital that you let your other staff members know. They will have to pick up some slack while you're gone. Obviously, it goes without saying that if they do this, you owe them one down the road. If this becomes a recurring incident, you will likely earn a failing grade for the grading period and possibly be removed from the class.

Assignments/Coverage of Events:

All assignments will be posted regularly on GOOGLE CLASSROOM. Please get in the habit of checking Google Classroom on a regular basis, especially if you miss a day.

A calendar of most (will try to make it all) school events will also be posted in Google Classroom. It is a good idea to check the calendar often to ensure that all events are being covered for possible entry into the yearbook. If you see that a particular event is coming up and nobody has attached a name to it, step up to the plate—be the go-getter and assign your own name to that event. The more events you sign up to cover and come through with actual stories and/or photographs from those events, the more your grade will improve and the greater your chances of becoming a high ranking editor for next year (an excellent thing to put on your college applications).

Periodically your adviser (Mr. Birnbaum) will be doing assessments to see what is being covered and who is covering it. If your name is never mentioned or seen on the list, that **will not bode well** for you in terms of grades, positions for next year, and your ability to remain in the class. You are all at an age where **you must be a responsible individual**. For Yearbook to be successful, the staff must operate as a well-oiled machine, a team of superstars... and, a team is only successful when it is the sum of outstanding individuals, working cohesively together. Your adviser will NOT hold your hand and always tell you what needs to be done next. **You must take the initiative.**

Multimedia Policy:

Staff members are expected to follow school Internet policies in the publications classroom. Computers are for publications use only and not for other non-publication related business. Any misuse of computer equipment will result in an automatic exclusion from computer privileges in the classroom for the remainder of the current deadline cycle. Students' grades will reflect any work that is not submitted.

Music is allowed in the publications classroom **with use of headphones**. Music should be kept at a respectable volume to allow others without headphones to work efficiently. Staff members who fail to comply will not be allowed to listen to music for the remainder of the current deadline cycle.

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Using multimedia for digital communication (i.e., text messaging, social networking, etc.) or gaming of any kind is prohibited from the publications room unless directed otherwise by the adviser.

Staff members will have access to digital cameras throughout the creation of the publication. Because the equipment is fragile and extremely expensive (**often thousands of dollars**), staff members take responsibility to make sure that it is used properly and returned undamaged. Digital cameras left unattended or lost may result in the loss of privileges for that staff member. At any time throughout the year, staff members are welcome to use their own digital cameras rather than borrowing school equipment.

If a school-owned camera is damaged or lost while in the staff members' possession, that student will be responsible for the partial or full cost of replacing the equipment (based on an appropriate retail value). When a student has the camera signed out, only that student should be using the camera and only pictures appropriate for the publication should be taken.

Staff Selection & Dismissal Policy:

A high standard of professionalism and maturity is expected from students in the yearbook classroom. Staff will be selected after completing an application, a formal interview and obtaining teacher recommendations. Applicants must be receiving at least a 'B' in all core classes in order to be eligible as a staff member. Students not fulfilling their duties as members of the team will be subject to undergoing the discipline referral system (see below).

Conduct Policy:

It is expected that when staff members are conducting yearbook business they act professionally and courteously. To create and maintain consistency in the organization and morale of the staff, commitment and responsibility play as much of a role in the success of the team as does the mastery of skills. Therefore, each staff member must establish self-discipline in meeting staff expectations.

If expectations are not met, staff leadership will contact the staff member to establish a management plan. A tri-level management plan will be initiated and followed. The contract at the end of the manual, as well as other relevant information, will be filed in the staff member's confidential folder maintained and accessible only by the adviser, but available to the staff member and his/her legal guardian(s).

· **Step 1 – Staff member/editor/adviser conference:** The staff member will meet with those directly involved and affected by the action(s). A plan of action will be detailed and agreed upon by all concerned parties.

· **Step 2 – Staff member/legal guardian(s)/adviser conference:** Upon a second inability to meet expectations, the staff member will meet with his/her legal guardian(s) and the adviser to identify

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the problem and develop a workable solution. This plan of action will be detailed and agreed upon by all concerned parties.

· **Step 3 – Staff member/legal guardian(s)/adviser/administrator conference:** A discipline referral to the administrator will be completed and the staff member will be directed to the appropriate school authority. Only as a last resort will the student be removed from the staff. If a student reaches this step, they may or may not be removed from class (at the discretion of the adviser and administrator). If the individual remains in the class, but is removed from the yearbook staff, they will be given an entire slate of alternative written assignments to finish out the grading period or semester.

Basic Classroom Rules:

Read your Student Handbook. All Plano East Senior High School rules MUST be followed.

- Be in your seat and working on the Bell Ringer **before** the tardy bell rings.
 - Sit up in class. Be attentive.
 - No sleeping. Those who violate this rule are subject to possible humiliation—you've been warned (insert evil laugh here). 😊
 - No food or drink in class, except water.
 - All cell phones and/or electronic devices should be silent **and** put away
 - You may use the hanging pockets for your device, especially if you cannot trust yourself
 - Being an elective class, your adviser will not be as stringent with the use of cell phones and electronic devices
 - However, if students abuse this privilege, than more stringent rules will be applied and enforced, including the possible confiscation of said devices
 - During a test, all cell phones must be turned off and placed in hanging pockets with no exceptions
 - **YOU** must take responsibility for your decisions, actions, and future.
 - School policy – no bathroom breaks during the first and last ten minutes of class
 - If you need tutoring/assistance, I am here every day (except FRIDAYS) after school until at least 4:30 (often later).
 - I can also come in early before school if you arrange it with me ahead of time.
 - You may **NOT** see me during lunch. Mr. Birnbaum considers lunchtime an essential time to unwind, take a breather, and not see any students. Failure to get this time causes Bill Bixby to turn into Lou Ferrigno (ask your parents).
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4. **Grading:**

Basic Principles of Grading:

Many classes that can be taken have deadlines, but the instructor can often extend these easily. The yearbook, however, operates like a business and has deadlines that are controlled from an outside source. With this in mind, it is important to understand that time management and project management are part of the grading for this class.

In addition to in-class assignments, and class participation, it is important to know the deadlines. There are two deadlines per cycle:

Specifics of Deadlines:

a. Major Deadlines:

Major deadlines are rarely controlled by the executive staff but are rather controlled by the printing plant. When these deadlines are missed, it may add additional costs to the production of the book that can affect the overall success of the publication long term. With that in mind, these deadlines cannot be missed and, if they are, will result in consequences for the staff members unable to meet expectations.

b. Minor Deadlines:

Minor deadlines are controlled by publication staff and serve as ways to minimize the negative impact major deadlines can have on morale. Minor deadlines allow the executive team to copyedit materials and to ensure overall product quality. Missing minor deadlines, while not necessarily cost-prohibitive, still can affect the publication's ability to meet the final deadline, and therefore should be taken as seriously.

To ease the impact of major deadlines, each major deadline is broken up into two minor deadlines. For example (**not actual deadline dates**):

MINI DEADLINE: September 25: 50% of content complete

MINI DEADLINE: October 25: 100% of content complete and ready for edits

MAJOR DEADLINE: November 25: Pages submitted to plant

c. Points:

Minor deadlines require students to submit spreads to the correct person in the hierarchy by the due date. Students will be awarded 50 points for turning in but will receive a letter grade reduction (20 points) for each day the spread is late.

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Major deadlines have two grade tiers that will be completed:

1. Deadline Grade (100 points): Students will be evaluated on reporting quality, photo quality, design and production quality, writing quality and theme development.

2. Career Skills (100 points): A student will undergo a three-tiered approach to be assessed for career skills based on time management, productivity, communication skills, conflict resolution, team participation and more.

a. Self-evaluation: Publication staff will evaluate themselves on a 100 point scale. Staff members must identify the grade they deserve and a thorough reflection as to why they deserve it.

b. Editor evaluation: The executive team/editor will evaluate the self-evaluation and will add additional comments if necessary.

c. Adviser evaluation: As the final stage of the evaluation, the adviser will take comments written by the staff member and the comments written by the executive team/editor. The adviser, then, will determine the final score for the staff member.

Publications staff are expected to complete deadlines on time. If a deadline is missed, grade points will be subtracted from the final points for the deadline. On-time completion will result in earning additional points; **however, if spreads are turned in early (which is highly encouraged), 10 additional points will be rewarded to that staff member/team.**

5. Contests:

Yearbook Competitions:

Students enrolled in this class should expect to compete in various academic yearbook, journalism, and photography competitions.

6. Adviser's Role:

Direct Roles:

As your adviser, I will continuously track the progress of editors and staff members to ensure that deadlines are met with accuracy. I will establish a fair system of evaluating all editors and staff members on daily contributions and final assignments.

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I will oversee both the journalistic and business sides of the yearbook endeavor. I will periodically provide staff with new resources for learning journalism trends, writing, photography, design, project management and leadership.

I will give the staff opportunities to learn more about journalism by informing and/or taking them to workshops, speakers and/or conventions.

I serve as the liaison between administration, printer and staff.

I will make every effort possible to keep in contact with parents/guardians, especially if I have specific concerns about student progress. If at any time there are questions or concerns, please email me. My email address is mike.birnbaum@pisd.edu

Mr. Birnbaum's Background:

As your instructor, I look forward to sharing my wealth of knowledge and skill set with you, no matter what your initial abilities may be. I have spent ten years teaching various aspects of journalism, photojournalism, and English. Prior to my time as an educator, I spent five years as a publicist, and seven years working as a news writer for CNN in Atlanta.

7. Course Objectives:

Upon the successful completion of this course, students should:

- a. Develop personal strength in communication, collaboration, creativity and critical thinking.
 - b. Design aesthetically-pleasing layouts: placing the dominant photo and subordinate photos; placing headlines, story copy and captions; properly using white space; and enhancing layouts with the use of graphics.
 - c. Take great photos using the rule of thirds, line, contrast, and composition.
 - d. Manipulate digital photographs, text, and backgrounds through an online creation platform, Yearbook Avenue.
 - e. Create pages that are precise and adhere to the guidelines of our staff's Style Guide.
 - f. Make use of the Yearbook Avenue ladder and organizational system to meet deadlines.
 - g. Understand and employ the ethical decisions inherent in making a yearbook.
 - h. Meet all deadlines in a real-world application.
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8. Materials:

****ALL SUPPLIES NEEDED BY MONDAY, AUGUST 15th****
(See me *after class* if this is an issue)

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You must be prepared for class and have the following with you on a DAILY basis:

- A College-ruled, spiral (**NOT shorter composition book**)
- Your Chromebook (fully charged)
- A pen or pencil
- SD Card

The following are *recommended, but NOT* required:

- A 3-ring binder
- A box of blue or black pens
- A box of red pens
- A 3-ring pencil pouch (to store your pencils and pens—what a concept!)
 - o Everything, except your Chromebook, *MAY* be kept in the classroom
- Voice Recorder

9. Contract:

In order to be a staff member of the publication for the 2022-2023 school year, students must complete the contract in the Google Form (see link below) with their legal guardian(s) and submit it to the adviser.

https://docs.google.com/forms/d/e/1FAIpQLSdeKj1oTJGKhA3GRAc-guedCba97yL6-Zu9E1yRNCJlrUNe-g/viewform?usp=pp_url