

Ms. Healy – ROP Publications (Newspaper & Yearbook) - Syllabus – 2021-22
Voice mail: 787-1088 X 1240 * Email: mhealy@jsusd.org * Blackboard: jsusd.org/Subsite003
Office Hours: Daily Before & After School and Lunch (EXCEPT Wednesdays & Fridays) OR by app't.
Remind app code: @k63fee Google Classroom code: n3eoih link: [Publications 2021-22](#)

Philosophy

The Regional Occupational Program delivers state of the art education programs to high school and adult students to prepare them for challenging careers, higher education, and lifelong learning. The study of yearbook production is best achieved with hands-on experience during the annual production of publications like *The Bridge* and *The Warrior*. Developing sensitivity to newsworthiness and gaining a sense of appropriate approaches to controversial issues are also keynote to gaining an understanding of how the media shapes our perceptions and attitudes. Students will also gain a greater sense of responsibility for creating a product which costs thousands of dollars to design and produce.

Course Description

This competency-based course prepares students for entry-level positions in desktop publishing. Students use programs such as Adobe InDesign, Photoshop, Illustrator, and web-based tools to create advertisements, brochures, flyers, newsletters, business cards, letterheads, and other multimedia publications. Some classes produce the school's yearbook. Page design, layout, proper use of graphics, professional and technical writing, digital arts, and portfolio preparation are also included. Integrated throughout the course are career technical education standards which include basic academic skills, communication, career planning, technology, problem solving, safety, responsibility, ethics, teamwork, and technical knowledge. (ROP course of study revised June 2016)

Teaching Resources

Students will use materials compiled by the instructor from various sources as a guidelines for their writing. The ROP program has also provided two textbooks for this course entitled *Writing and Editing School News* by Harwood and Hudnall and *Writing and Reporting News* by Carol Rich. The yearbook publisher, Josten's, offers an extensive on-line curriculum, and the ROP program has also provided a textbook for this course developed by Josten's entitled *1 – 2- 3 Student Yearbook Guide*.

Expectations

Please review additional expectations specified on the application for the course.

Behavior expectations in my classroom are guided by the rules of common courtesy and mutual **respect**. The use of electronic devices and wearing hats are both prohibited in Ms. Healy's classroom, unless specifically approved for special projects and occasions. The key factor in guiding classroom behavior should be based upon the John Swett High School "Schoolwide Learner Outcomes" (SLOs):

Socially Responsible Citizens

Well: Physically and Mentally

Ethical and Respectful Citizens

Thoughtful Problem Solvers and Effective Communicators

Technologically Skilled and Career-Ready

Most importantly: *Degrading racial, ethnic, homophobic, sexist, or religiously and culturally intolerant language or behavior is not acceptable in this classroom.*



Grading

Grades reflect student progress and learning towards meeting the state and district standards above measured by student performance. Weightings below are based upon traditional grading scales and are intended to give students an idea on how to focus their efforts. (A traditional grading scale is used: A = Excellent/Superior (90-100%); B = Good/Strong (80-89%); C = Average/Adequate (70-79%); D = Passing/Weak (60-69%); F = Inadequate (< 60%). I do **not** use rounding.)

Participation: Attendance, homework or classwork, tests and quizzes	(25%)
Deadlines: Meeting photography/article/page deadlines	(25%)
Portfolio: Maintaining a “Clip Book” of all work completed	(25%)
Promotional solicitation (quarterly)	(25%)

First & fourth quarters: ADVERTISEMENT SOLICITATION INCLUDES:

Contacting 10 businesses for advertising per semester and writing down

1. name of business
2. complete address
3. telephone number
4. person spoken to
5. their position/job title at the business

Contacts that cannot be verified will receive no credit

If a business wishes to advertise, students will complete an Advertising Contract completely and get artwork and payment before turning in the contact.

Guidelines and training will be provided in the first few weeks of the semester

Second quarter: parent page contacts (receive instructions in November.)

Third quarter will focus on recruitment of 2022-23 staff members

NOTE: LATE WORK IS NOT ACCEPTED. Articles assignments must be turned in on due dates or no credit will be received, even in the event of an absence. Extra credit is not offered.

One way to consider grades is based on the concept that student publications courses provide a training ground for life and future employment therefore your grades is essentially a “paycheck.” Using this method, you will receive:

A = ADVANCE in the company

For completion of assigned jobs, plus undertaking additional tasks and assisting others to complete their tasks without being asked or told to do so, you would ADVANCE.

B = receiving BONUS pay

For doing the job extremely well, on-time, and without additional supervision needed past the initial instruction, you get a BONUS.

C = collecting a base COMMISSION

For completing assigned tasks in a routine manner, of average quality. Not giving above or beyond the basic call of duty you receive your basic COMMISSION.

D = a swift DEMOTION for now

For failing to complete assigned tasks at a basic level, within a basic timeline and causing “harm to the company, you are DEMOTED.

F = let, go pink-slipped – FIRED!

For harming the company by failing to complete tasks and/or doing them in an unsatisfactory manner; by interfering with the work of others or representing the company in a negative manner, you are FIRED!

