**Desktop Publishing**

**Prerequisite:** Keyboarding

**Grade Level:** 9 - 12

**Course Length:** 1 year

**Instructor:** Lisa Perkins

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**Course Website:** [www.mrsperkinsbused.weebly.com](http://www.nnbusiness.moodlehub.com)

### **Instructional Philosophy:**

Students will be given challenging real world projects and assignment of graphic design and publishing industries. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction. Classroom activities will include reading, research, projects, and problem solving. Students will often work in teams, but will be expected to complete individual assignments in relation to the team’s work. Assessment methods will include tests, quizzes, reading assignments, and projects.

### **Course Description:**

In this course, students will gain skills in one or more of the following areas: page design, advanced publishing techniques, copy writing, editing and photography while producing a creative, innovative yearbook which records school memories and events. There is an emphasis on journalism skills in this class! Participants gain useful, real world skills in time management, marketing, teamwork, and design principles

### **Course Content:**

1. Introduction to Yearbook
2. Training:
   1. Introduction to the Graphic Design and Publishing Industries:
   2. Introduction to the equipment:
      * 1. Computer, scanner, printer, camera.
   3. Elements and Principles of Design
      * 1. Color, space, balance, harmony, repetition/pattern
        2. Line, texture, contrast, movement/rhythm, unity
        3. Shape, value, variety, proportion, emphasis/dominance
   4. Journalistic Writing:
      * 1. Story writing, caption writing
   5. Typography:
      * 1. Typefaces, typographic measurement, typographic standards, typographic guidelines
   6. Creating and Editing Images for Print:
      * 1. Formats, resolution, raster V’s vector, ethics, copyright laws.
3. Take Pictures and Video
4. Edit Pictures and Video
5. Create Yearbook
6. Promotions, Sales and Advertising
7. Publish Yearbook (and DVD?)
8. Leadership

### **Class Requirements**

1. Complete all assigned pages
2. Complete all miscellaneous assignments and projects
3. Include names of every person on every photo with 100% accuracy
4. Shoot pictures as assigned at least 5 times per semester
5. Sell Ads:
6. Every staff member will sell a minimum in *business ads*. This amount is TBD.
7. Write in-depth:
   1. Copy writing includes a catchy “lead” answering these questions; who, what, where, why, when and how, followed by supporting paragraphs. Present tense caption writing tells a complete short story, identifying all individuals by name and grade. Writers will receive personal grades based on the use of these criteria.
8. Shoot excellent photography:
   1. Interesting photos tell a story, capture a moment, and show emotion. Photographers take specific, assigned pictures, and are responsible for all pertinent information and gathering quotes. Photographers will receive individual grades based on completed assignments and picture quality.
9. Have creative layouts and designs:
   1. It’s all about design…putting all the graphic elements into a great-looking layout! Computer people are responsible for gathering all elements and adding them to the pages, paying careful attention to all layout details, fonts and colors. Students responsible for the computer work will receive a personal grade on their layout accuracy.
10. Meet deadlines and have accurate proofing
    1. The yearbook “process” involves many steps and many people…each one bearing all the responsibilities of deadlines and proofing. Yearbook success and team grades depend on EVERYONE meeting all deadlines with accurate proofing.

### **Instruction and Grading:**

Desktop Publishing is a class in which a variety of teaching methods will be incorporated to create a successful learning environment. Such methods include: lecture, teamwork, projects, independent work, situational simulations, etc. The students will have projects to complete, as well as many hands-on business situations to handle.

Desktop Publishing is a project based class. There will be very few (if any) paper and pencil tests given. The students will be assigned projects and will be required to complete them in a timely manner to receive his/her grade. The grading in this class is INDIVIDUALIZED. Many of the projects require the student to discover some type of creativity. As I very well know, not everyone is an artist. Students will not be graded on their artistic abilities but rather on their effort, use of resources, thought processes, and idea generation.

Students will be required to complete their assignments digitally and turn them in electronically using the class website. All files will be saved in the student’s school computer drive in specified folders so they are accessible to create an electronic portfolio. This electronic portfolio will be saved and added to as the student completes other business courses. The portfolio will also be accessible at Parent-Teacher Conferences for parents to see their student’s work.

### **Access to Class Website**

All Ridgeway Business Courses will utilize a class website. This website will contain resources for the classes as well as assignments, worksheets, assessments, and general information. The goal for using this medium is to, first, incorporate technology, and second, to prepare students for post-secondary education. Most higher educational institutions utilize supplemental website information in their classes, and preparing Ridgeway students for a college career is a goal we will strive to reach.

As a parent if you would like to see what your student is completing in his/her business classes, please go to [www.perkinsbused2.weebly.com](http://www.perkinsbused2.weebly.com). This can also be accessed by going to the Ridgeway District website, <http://www.ihigh.com/ridgewayowls> .

### **Grading Scale:**

**To Earn:**

A: 100% - 95% A- 94% – 90%

* Complete page production on time
* Participate in classroom activities
* Earn all participation points.
* Take all exams/quizzes
* Participate in outside-of-class page production activities

B+: 89% – 87% B 86% - 83% B- 82% - 79%

* Complete page production on time
* Participate in classroom activities
* Earn all participation points
* Take all exams/quizzes

C+: 78% - 76% C 75% - 72% C- 71% - 69%

* Complete page production on time
* Participate in classroom activities
* Earn all participation points

D+: 68% - 66% D 65% - 60%

* Complete page production
* Participate in classroom activities

F: 59% and below

**Grade Categories**

**Participation 20%**

* Attendance, daily work and involvement. Idleness will lose you points and could get you fired/removed from class. If you finish your section early, help someone finish theirs. There is always something that needs to be done.
* Participation Points:
  + 10 Points: on time to class, all materials ready for class, full participation
  + 5 points: tardy to class, repeated absences
  + 0 points: unexcused absence, no materials for class, disruptive or off-task behavior
  + Points will be subtracted for disruptions or off task behavior. It will be assumed that you are having a hard time and you need a reminder to respect the classroom environment. A verbal reminder of the appropriate behavior will be given to you. It will be your signal that you are in charge of your own behavior. If you choose to continue to disrupt the class you will be asked to move seats. If you can manage to get back on track, there will be no consequences. Further disruptions to the learning environment may require extra time in practicing appropriate classroom behaviors before or after school.
  + **Out of Class Participation:** Students are expected to participate in outside of class time activities. To produce a complete yearbook, students will be required to attend school activities to take photographs and gather information that will be used in the yearbook. Due to the nature of publishing deadlines students will be expected to work periodically after school and possibly some Saturdays to meet publishing deadlines.

**Photographs 20%**

* Each student needs to take at least 20 quality pictures (that can be used) each quarter.

**Quality 20%**

* Is based on your creativity, accuracy and overall quality of work produced.

**Deadlines 30%**

* Students will receive a reduction in grade if deadlines are not met.

**Sales/Advertising 10%**

* Students will sell a minimum amount (TBD) of ads and make efforts to advertise our yearbook in the spring.

**Standards of Conduct:**

* Take pride in the staff
* Treat each other with respect and dignity
* Maintain the integrity of the publication
* While individual work is necessary, working as a team member is essential
* Maintain computer equipment, provided cameras and press passes
* Keep work areas clean and organized
* Attendance and punctuality to class and all deadlines is paramount

**Equipment Policy:**

* You must check out cameras, camcorders, and other forms of equipment before use.
* You are responsible for damaged, lost or stolen equipment that you check out.
* Return equipment **DIRECTLY TO MRS. PERKINS**, not anyone else.

**Consequences for Inappropriate Behavior/Missed Deadlines:**

* Reminder of the rules
* Warning
* Office referral
* Removal from course

**Late Work:**

Due to the nature of publishing deadlines, late work cannot be accepted for full credit. Any work turned if after the deadline will be granted no credit.

**Tardy Policy:**

1st Tardy: Free

2nd Tardy: Conference with student, loss of participation points

3rd Tardy: Call to parent, 20-min detention and loss of participation points

4th Tardy: Call to parent, 40-min detention and loss of participation points

5th Tardy: Referral to principal/superintendent, call parent, 60-min detention

Students have one week to serve detention: the time/place/date will be assigned. If the student does not show up to detention the time will automatically double and the student will have to make up the detention within one week. The second time a student does not show up to detention, the student will be referred to the principal and/or superintendent.

### **COMMITMENT CONTRACT**

By signing the commitment contract Parent/Guardians, students and adviser agree to:

* **Parent/Guardian**
  + I grant permission for my student to work on yearbook related errands in the community outside of school hours.
  + I understand that my student will need to devote time outside of class for the completion of assigned tasks outlined in their job description.
  + I understand my student 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 student 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 student will be responsible for assisting with financial aspects of the publication, including book and advertising sales. This may be used as part of the class evaluation criteria.
* **Adviser**
  + As adviser, I understand that a staff member has other obligations and responsibilities. Therefore, I will work individually with each staff member to make sure that he/she fully understands the commitment that is being made prior to assuming a responsibility. I want an open line of communication between staffers, editors, parents, and me. Please feel free to contact me during my planning period, but other conference times convenient for parents/guardians will be made by appointment.

**Replacing lost/damaged equipment:**

* **Parent/Guardian**
  + I agree to comply with the Ridgeway R-V Acceptable Use Procedures
  + I acknowledge responsibility for equipment’s physical condition.
  + I acknowledge responsibility for physical security of the equipment.
  + I acknowledge financial responsibility for school equipment when in the possession of my student. If equipment is damaged, lost or stolen, I agree to pay for the replacement/repair of that equipment.
  + All students who signed the check-out form are held fully and totally liable for all of the costs associated with lost/damaged equipment.
* **Staff Member (Student)**
  + I agree to comply with the Ridgeway R-V Acceptable Use Policy.
  + I acknowledge responsibility for the equipment’s physical condition.
  + I acknowledge responsibility for physical security of the equipment.
  + I acknowledge all students who signed the check-out form are held fully and totally responsible for all the costs associated with lost/damaged equipment.

**Student**

**Parent/Guardian**

**Please sign and return this form by Friday, August 22, 2014. Thanks for your cooperation in making this a great year!**