

ELECTRONIC PUBLISHING III: YEARBOOK

Spring 2009

1:40 p.m. to 2:50 p.m., TR

Ferguson Center, Room 225

Instructor and Office Hours:

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Hours: 10 a.m. to 11 a.m., MW

3 p.m. to 5 p.m., TR

3 p.m. to 5 p.m., MW

CATALOG DESCRIPTION:

MC 301 ELECTRONIC PUBLISHING III: YEARBOOK - 3 hours.

Advanced instruction in desktop and digital publishing, including indexing. Yearbook production will employ Adobe Photoshop and QuarkXPress. Continued emphasis on magazine-style writing and photography in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Techniques of picture selection and cropping, typography, layout and graphic design. Theories of staffing will be discussed and put into practice, as advanced students formulate plans for current and subsequent issues of Sabiduria. Students are required to produce Sabiduria. \$5 fee. Prerequisites: MC 201, MC 210, or permission of instructor. Spring.

RATIONALE:

This course is designed to train advanced students in the art of yearbook publication and production, through work on the MVC school yearbook, Sabiduria. In gaining knowledge and experience in yearbook publication, students will be better prepared for careers within publication fields.

OBJECTIVES:

For students:

- 1). To write quality material and take quality photos.
- 2). To produce a quality yearbook and DVD supplement.
- 3). To strengthen skills in yearbook publication work, such as coverage, photography, page design, videotaping, and other aspects.
- 4). To learn and use QuarkXPress layout software.
- 5). To meet deadlines with precision.

GOAL AND COMPETENCIES:

- 1). Publication and production of a quality yearbook and DVD supplement.
- 2). Improvement of skills in design, copy editing, photography, and other journalistic areas.
- 3). Use of QuarkXPress software for yearbook layout.
- 4). Working within a team for yearbook production.

EXAMINATIONS:

This course has no examinations in the usual sense. Meeting assignment and yearbook goals, producing quality work, and meeting deadlines will provide the measure for success within the class.

COURSE REQUIREMENTS:

- 1). Producing a quality yearbook and DVD supplement.
- 2). Meeting yearbook production deadlines.
- 3). Working as part of a yearbook staff team.
- 4). Producing quality work.

ORGANIZATION:

Most class periods will involve production work for the yearbook.

CLASS ATTENDANCE:

Students who miss more than 50 percent of the class at any given point in the semester will be dropped from the class. This will be recorded as a withdraw fail.

Because the success of the course in meeting the deadline goals for the yearbook publication is based on progressive class work, attendance is essential.

Missing more than 10 classes without excused absences will result in the lowering of the final grade by a grade letter.

Excused absences include standardized testing and assessment, illness, officially representing the college at an event, a death in the family, and other bona fide emergencies. Documentation, such as a doctor's note or note from the college nurse, must be provided for such absences to be considered excused. If a student knows he or she will be absent on due dates, the student should turn in assignments prior to those dates.

CLASSROOM DECORUM:

The student is expected to abide by the codes of conduct outlined in the latest Missouri Valley College Student Handbook.

Only members of the yearbook, newspaper or college staff will be allowed in the production areas and rooms. Friends will not be allowed to hang around.

Production rooms will only be used by the newspaper staff, yearbook staff, photography students, students specifically assigned to assisting with the yearbook or newspaper, and the faculty adviser.

All production areas left unattended will be locked or otherwise secured. The areas contain costly equipment and software. Anyone found stealing or intentionally damaging or destroying equipment, software, or material upon the computers, belonging to the college or an individual, will be turned over to the college and civil authorities for appropriate disciplinary action.

Equipment, such as cameras or tape recorders, loaned to a student for use for a newspaper assignment, will be the responsibility of the student. Loss or careless damage of such

equipment will result in cost reimbursement to the college from those who have lost the equipment or caused the damage.

All production areas will be kept clean.

Ferguson Center is a smoke-free building, so all tobacco products, including chewing tobacco, are prohibited. Food items and drinks also are not allowed within the production room.

ACADEMIC DISHONESTY:

Students are expected to abide by the official policies found in the latest Missouri Valley College Student Handbook and other college documents pertaining to this academic year.

Therefore, all forms of cheating and plagiarism will not be tolerated, will result in the failure of this course, along with possible dismissal from college, and must be reported to the division dean and the college president.

Plagiarism, the unacknowledged use of others' ideas, organization and words, is a very serious offense. Therefore, you must attribute to sources when using borrowed information or quotes in your news copy.

MVC STUDENT CODE OF CONDUCT:

It shall be the responsibility of every student enrolled at Missouri Valley College to support the academic integrity of the institution. This applies to personal honesty in all aspects of collegiate work, all student records and all contacts with faculty and staff. Academic dishonesty will not be tolerated.

It shall be the responsibility of every student enrolled at Missouri Valley College to be respectful of the right of other students, staff and instructors to ensure a safe, peaceful atmosphere conducive to the educational goals of an institution of higher learning. Rude or disruptive behavior will not be tolerated.

Student actions that do not adhere to the MVC Student Code of Conduct will be addressed according to College policies regarding academic dishonesty and disruptive behavior. Students who exhibit dishonest, disruptive, or disrespectful behavior risk suspension or expulsion from the institution.

MVC AMERICANS WITH DISABILITIES ACT (ADA) STATEMENT

Special needs: If you have special needs as addressed by the Americans with Disabilities Act, please contact your instructor immediately. After proper documentation, reasonable efforts will be made to accommodate your special needs.

EVALUATION:

Students will be evaluated according to:

- 1). Knowledge of yearbook production skills.
- 2). Ability to assist in the production of a quality \ yearbook.
- 3). Mastery of coursework objectives.
- 4). Ability to meet course and individual deadlines.

GRADING:

Grading will be based upon your participation in the

production of the yearbook project, providing quality work, meeting the goals of the course, meeting the deadlines for the semester, acquiring competencies at given tasks, and attendance.

TEXTBOOKS AND MATERIALS:

Recommended: Associated Press Stylebook.

TENTATIVE SCHEDULE:

Week 1:

Thursday, Jan. 8 -- Introduction. Setting goals. Review of yearbook work from previous semester.

Week 2:

Jan. 13 -- Review of standards. Style sheet development.
Jan. 15 -- Idea session, explain your procedure. Photo assignments.

Week 3:

Jan. 20 -- Information session for the week.
Jan. 22 -- Photo, layout assignments.

Week 4:

Jan. 27 -- Information session for the week.
Jan. 29 -- Assignment one completed. Photo, layout, film, editing session.

Week 5:

Feb. 3 -- Organization of individual photos project.
Feb. 5 -- Staff work, individual photos project.

Week 6:

Feb. 10 -- Photo, layout work. Assignments for week.
Feb. 12 -- Photo, layout work.

Week 7:

Feb. 17 -- Staff work, individual photos project.
Feb. 19 -- Staff work, individual photos project.

Week 8:

Feb. 24 -- Information session. Assignments for the week.
Feb. 26 -- Second assignment completed.

Week 9:

March 3 -- Mid-Term Week. Information session. Assignments for week.
March 5 -- Mid-Term Week. Performance evaluation.

Week 10:

March 10 -- Information session. Assignments for week.
March 12 -- Computer completion of supplement.

Week 11: March 16-20 - SPRING BREAK.

Week 12:

March 24 --Information session. Assignments for week.
March 26 -- Computer use. Deadline week for third assignment.

Week 13:

March 31 -- Information session. Assignments.
April 2 -- Remaining pages evaluated, assessed and scheduled for completion.

Week 14:

April 7 -- Production of remaining pages.
April 9 -- Production of remaining pages.

Week 15:

April 14 -- Index work.
April 16 -- Index work. All assigned pages should be done by this date. Assigned page work that extends into the last week of classes will disqualify students for an "A," as a way to prevent students from thinking that they can do all their work at the very end of the semester.

Week 16:

April 21 -- Index work.
April 23 -- Index work. Wrap-up of all needs.

Week 17:

April 28 -- Wrap-up of duties.
April 30 -- Wrap-up of duties.

Week 18: May 5-8 -- Finals week.

No final exam, as the quality of the production of assigned pages and other assignments throughout the semester provides the measure for the final grade.

BIBLIOGRAPHY:

Harrower, Tim. The Newspaper Designer's Handbook. Madison, Wisconsin: Brown and Benchmark, 1995.

ACKNOWLEDGMENT AND AGREEMENT

I have received a copy of the syllabus for the Electronic Publishing III: Yearbook course and will retain it for my use during the Spring 2009 semester.

Name (Print): _____

Signature: _____