

**MASCONOMET REGIONAL SCHOOL DISTRICT
COURSE SYLLABUS**

Course Name: Media Communications: Yearbook
Course Number: 7701CP
Length of Course: Full Year

Department: Art
Grade Levels: 11-12
Credits: 5

Course Description:

Media Communications: Yearbook is a course that serves two main purposes. First, it introduces students to the methods and skills involved in the media publishing processes. The format consists of a system of sequencing students through a two-year commitment to the course. In addition to the main assignment of creating **Mitobo**, the official yearbook of Masconomet, a number of related responsibilities have been introduced into the course for the purpose of providing a broader, better-rounded experience to the students, as well as to provide support services to the senior class and the multitude of activities that surround them. Students will be asked think creatively and technically, and make decisions that reflect the responsibilities they hold as editors, writers, staff and representatives of the historical document that they are creating.

Central Objectives:

Students will:

- contribute to the success of **Mitobo** by working in a manner that is consistent with the official Masconomet mission statement.
- learn, understand, and perform the various duties associated with creating the yearbook and the related projects and publications.
- conduct themselves in a courteous, professional, and respectful manner, especially when interacting with members of staff, faculty, administration, and the Masconomet community.
- realize that they represent a major part in setting the tone for what the Masconomet community remembers about Masconomet, and honor that responsibility to the highest degree possible.
- work as a team with fellow staff members to create the most historically accurate, fairly appropriated, and well-designed yearbook possible.
- refrain from including personal opinions, editorial commentary, inappropriate language, suggestive innuendo (blatant or implied), or derogatory remarks aimed at any student, staff, faculty or administrative member in any publication created by the Media Communications: Yearbook class.

Major Activities:

Each student will take part in the planning and production of various projects and publications which address the specific guidelines contained in the Massachusetts Visual Arts Curriculum Frameworks and the Masconomet Art Department's list of "Elements of Art and Principles of Design" (see Attachment 1). Some projects and publications will explore individual frameworks objectives, while others will address multiple objectives. Major units in the following areas will be explored:

Planning the Yearbook:

- Develop a theme that acts as an underlying consistency to the design of the yearbook, as well as the related projects and publications created throughout the year.
- Interview, select, and recruit sophomore students in the spring to serve as junior staff members for the next school year.
- Actively include senior class advisor and officers in the planning stages of the yearbook and related projects and publications, including the budgetary issues which directly affect the size, scope of coverage, and design of the yearbook.

Vocabulary yearbook, supplement, faculty directory, program covers, graduation mural, ladder diagram, yearbook advisor, editor-in-chief, editor, staff member, Jostens, Yearbook Avenue.

Budget Building:

- Manage yearbook activity account, including making deposits, paying vendors, ordering equipment and supplies, obtaining balance queries and maintaining sufficient funds in the account reserved for unforeseen circumstances.
- Plan, perform, and coordinate various fund-raising activities, including the sale of advertising space in the yearbook to parents and businesses, as well as bake sales and other small-scale fundraisers.
- Create the pricing structure for the above activities, and provide order forms, tickets, and merchandise according to the specific fundraising effort's needs.

- Track the bottom line, constantly balancing expenditures against income, for the purpose of maintaining fiscal solvency and adherence to verbal contracts made with the senior class advisor, the publisher, and other vendors.
Vocabulary: *activity account, activity account query, counting sheets, deposit/requisition form, bookkeeping, accounts payable, accounts receivable, income, expenditures, parent messages, business ads, fundraiser, application for fundraising form, building usage form.*

Senior Section:

- Solicit, collect, and manage all senior materials submitted by students, parents, official senior portrait photographers, and various outside photography vendors. This includes senior portraits, senior “squares”, senior baby pictures, now and then pictures, and the managing the various submission dates and deadlines, and the inevitable changes that occur with these materials.
- Create bulk mailings to aid in the dispersal of informational and marketing materials to parents of senior students.
- Maintain a consistent, current list of graduating seniors, including students not physically present or enrolled at Masconomet, but who may be graduating. Included in this list are students participating in outside placement at other schools for various reasons, students participating in “step” and similar programs offered at local colleges and community colleges, students participating in extended-learning, and students who, for legal, medical or other undisclosed reasons plan on graduating as a member of the current year’s class, but do not physically attend Masconomet. Additionally, senior transfers to Masconomet occur regularly and at varying times during the year, and there are also students who are given permission to participate in senior activities, including graduation, but who don’t receive diplomas. Every attempt is made to facilitate and include, in every way possible, these students in the yearbook. This is done through consistent communication with the school registrar, guidance, pupil personnel services, the special education department, selected administration, and the
- Scan and otherwise digitize all senior materials to be included in the yearbook, while maintaining a file of hard-copy materials to be returned to students and parents after the publication of the yearbook is complete. Deepen understanding of Adobe Photoshop software processes.
Vocabulary: *senior section, senior square, baby picture section, now and then section, senior portrait, senior portrait photography vendors, deadline, bulk mailing, list of enrolled seniors, list of graduating seniors, out placed seniors,*

Behavioral Expectations:

The students will:

- be on time to class.
- be expected to put forth their best effort.
- respect that the photography studio and computer lab are shared, cooperative spaces. Students are expected to demonstrate the ability to use, control, clean up, and put away materials and equipment properly.
- assume responsibility to make up work missed due to absence.
- come to class prepared to work.
- receive a conduct grade that is reflective of their level of cooperation, behavior, attentiveness, alertness, interest and level of consistent participation in all classroom activities.

Student Evaluation:

Teachers will use the aforementioned criteria in combination with rubrics and/or performance checklists to arrive at a letter grade for each student—pluses and minuses will also be awarded. Grades in Photography I are as follows:

- A** The student mastered all the course objectives with an outstanding level of proficiency.
- B** The student mastered all of the course objectives with a commendable level of proficiency.
- C** The student mastered a sufficient number of the course objectives with a reasonable level of proficiency.
- D** The student mastered the minimum number of course objectives.
- F** The student failed to accomplish the minimum required course objectives.

Text and Materials:

It is strongly suggested that students acquire and bring to class a digital media storage device, such as a USB drive or portable hard drive. Relevant handouts and visual presentations will be provided as appropriate.

Methodology:

- **Investigations:** Students will be exposed to a variety of methods, materials and processes that will be used to uniquely solve visual problems.
- **Lectures and Demonstrations:** Lectures and demonstrations will be used to safely introduce new art methods, materials and approaches. Introduction of specific photographers and photographic styles will also be presented in this format.
- **Discussions:** Individual and group discussions (critiques) of work in progress will be held on a regular basis. Students will be expected to take part in these discussions and to use proper art and photography vocabulary terms. Students will also be expected to reflect upon their work and make adjustments to it as needed.
- **Visual aids:** Charts, samples, books, photos, websites, CDs, slides etc., will be used to motivate students and to strengthen their understanding of art elements, techniques, concepts, etc.

Elements of Art and Principles of Design
Masconomet Regional School District Art Department

Elements of Art:

Line: The path of a moving point (“a dot going for a walk”).

Color: Color is the light reflected from a surface.

Color has three distinct qualities:

- Hue/Color—the identity of the color
- Value—lightness to darkness of a color
- Intensity—brightness to dullness of a color

Value/Tone: The lightness or darkness of a color.

Texture: The actual or implied surface of an object.

Shape: A two-dimensional area enclosed by an outline.

Form: A three-dimensional shape containing height, width, and depth.

Space: Organizes elements in a composition while also referring to the distance or area between, around, or within a shape or form.

Principles of Design:

Unity: This refers to the sense of wholeness, harmony and order in a work of art.

Variety: The differences among and between the elements in a composition.

Balance: The weighted relationship between elements in a composition.

Emphasis: Emphasis can be applied to one or more of the elements to create dominance.

Rhythm: The repeated use of an element to achieve visual movement in a composition.

Repetition: The use of an element or elements more than once in a composition.

Proportion: The size relationship of all parts, to each other and to the whole, in a composition.