Course Title: BC2210 Publication Design
School: Mountain View High School
Instructor: Meghan Engle
UC/CSU: Yes/Yes; Fulfills one year of Fine Arts (a-g: “F” or “G” college prep)
Textbook and other learning resources: Jostens 1-2-3 (used in class, checkout not required), Yearbookavenue.com, Section Binder, Google Drive, Google +, Camera, Student’s need to keep an organized two pocket folders with assignments and notes.

Student Learning Outcomes:

This course is devoted to the production of the school Olympiad, Yearbook. Students will learn all of the skills necessary to become contributing members of the school yearbook staff, including all phases of publication production: layout, photography, graphics, copywriting, editing, publicity and distribution. Students will learn to use cameras and computers to produce the book, and are expected to be responsible, self-motivated, and prompt in meeting deadlines. The class may be taken for four years. Publication Design is an introduction to the design aspect of the print industry with a special emphasis on magazine and yearbook journalism. Students will learn the skills required to become successful contributing publication designer, including all phases of production: design, layout, photography, graphics, reporting, writing, editing, publicity and distribution. The Elements and Principles of Design, Color Theory, Basic Photography and Typography/ Page Design are a few of the essential skills and concepts covered in this class. Additionally, students will be introduced to the basic skills used in desktop publishing emphasizing Adobe software: Indesign and Photoshop. Students will also master the basic skills of digital photography. Students are expected to be responsible, self-motivated, and prompt in meeting deadlines. This course is devoted to the production of a student-oriented yearbook at Mountain View High School. This class may be taken for four years, as students become editors.

Assessment and Grading (BP/AR 5121): To ensure that every student has an equal opportunity to demonstrate their learning, the course instructors implement uniform grading practices and common assessments with the same frequency.

1. **Grading categories and their percentage weights:**
   Each Semester will be broken down into the following Visual Arts Standards weighted categories:
   - Artistic Perception 20%
   - Creative Expression 25%
   - Historical & Cultural Context 14%
   - Aesthetic Valuing 20%
   - Connections, Relationships, Applications 14%
   - Work Habits & Participation 7%

2. **Achievement evidence collected within each grading category:** Students earn points for class participation, individual and group work, work habits, handling of materials, tools and care of the facilities. Teacher created rubrics are used for evaluation. The final grade will be based upon grades of notes/research, photography & interviewing homework, all phases of production: design, layout, photography, graphics, reporting, writing, editing, publicity and distribution. Including editing pages, meeting publisher set deadlines, assignments, and participation. Students will also be assigned a design research project and presentation in 2nd semester.
3. **Grading scales:** Grades will be determined by the following expectations:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>98.00 to 100%</td>
<td>Student demonstrates mastery with excellence.</td>
</tr>
<tr>
<td>A</td>
<td>93.00 to 97.99%</td>
<td>Student demonstrates mastery of grade-level standards.</td>
</tr>
<tr>
<td>A-</td>
<td>90.00 to 92.99%</td>
<td>Student demonstrates mastery with excellence.</td>
</tr>
<tr>
<td>B+</td>
<td>87.00 to 89.99%</td>
<td>Student demonstrates mastery at grade level.</td>
</tr>
<tr>
<td>B</td>
<td>83.00 to 86.99%</td>
<td>Student inconsistently grasps and applies some key concepts, processes and skills.</td>
</tr>
<tr>
<td>B-</td>
<td>80.00 to 82.99%</td>
<td>Student is not yet performing at grade level.</td>
</tr>
<tr>
<td>C+</td>
<td>77.00 to 79.99%</td>
<td>Student is inconsistent in grasping and applying some key concepts, processes and skills.</td>
</tr>
<tr>
<td>C</td>
<td>73.00 to 76.99%</td>
<td>Student is not yet performing at grade level.</td>
</tr>
<tr>
<td>C-</td>
<td>70.00 to 72.99%</td>
<td>Student is not yet performing at grade level.</td>
</tr>
<tr>
<td>D+</td>
<td>67.00 to 69.99%</td>
<td>Student is not yet performing at grade level.</td>
</tr>
<tr>
<td>D</td>
<td>63.99 to 66.99%</td>
<td>Student is not yet performing at grade level.</td>
</tr>
<tr>
<td>D-</td>
<td>60.99 to 62.99%</td>
<td>Student is not yet performing at grade level.</td>
</tr>
<tr>
<td>F</td>
<td>50.00 to 59.99%</td>
<td>Little evidence of understanding</td>
</tr>
<tr>
<td></td>
<td>Above 59.99%</td>
<td>No grade awarded</td>
</tr>
</tbody>
</table>

4. **Homework/outside of class practices (AR 6154):** Students are expected to participate in class by bringing completed work each day, joining in discussions and completing in-class assignments. Students must be prepared, and collaborate in class activities. Students are required to complete weekly yearbook photography/interviewing coverage homework due each Monday. If a student does not complete in-class projects, students will need to complete at home. Students can work online at home [yearbookavenue.jostens.com](http://www.yearbookavenue.jostens.com)

5. **Excused absence make up practices (Education Code 48205 (b)):** Absent students are responsible to find out what they missed and return to class prepared. Absent students can contact the teacher (via email) to find out what you missed. Late work due to an excused absence will be accepted within two weeks of absence within the same quarter in which it was assigned.

6. **Academic integrity violation practices (Academic Integrity Policy):**

   Honesty, trust and integrity are vital components of the educational process. Examples of academic integrity violations include but are not limited to, copying homework, allowing someone else to copy your work, plagiarism, copying from another’s exam, improperly obtaining and/or using tests and the use of unauthorized notes/materials on exams. Please refer to the Academic Integrity Policy outlined in the Parent/Student Handbook for information about violations of Academic Integrity and how violations will be handled.

7. **Late work practices:**

   Completing work on time is highly recommended, as it allows students to reinforce content knowledge and practice skills in class, and for the teacher to provide better feedback. The result is increased learning and higher grades. Even when students do not complete work on time, they are still expected to complete and turn in that work. Late assignments will receive partial credit and work habit grade will be affected with late work. It is the student’s responsibility to know due dates and find out what was missed due to absence.

8. **Revision practices:**

   Students are encouraged to revise their class work for increased learning of course objectives, this is part of the production editing cycle. When students revise work, please submit the original, attaching it to the back of the revision. On the spread checklist of the revision, please write specific comments indicating exactly what has been improved in the second iteration.

9. **Extra credit practices:**

   May be earned see instructor for additional photography and yearbook coverage assignments.

10. **Additional grading practices:**

    Gradebook Update Policy: All student work will be updated in Aeries approximately every two weeks. Students and Parents are encouraged to check assignments online.
Grades will be based on proficiency in the following Visual Art (VPA) and English-Language Arts (ELA) content Standards:

1.0 ARTISTIC PERCEPTION: Processing, Analyzing, and Responding to Sensory Information Through the Language and Skills Unique to the Visual Art Design. Students perceive and respond to works of art. They also use the vocabulary of the visual arts to express their observations.

2.0 CREATIVE EXPRESSION: Creating, Performing, and Participating in the Visual Arts. Students apply artistic processes and skills, using a variety of media (visual, aural, written, electronic) to communicate meaning and intent in original works of art.

3.0 HISTORICAL AND CULTURAL CONTEXT: Understanding the Historical Contributions and Cultural Dimensions of the Visual Arts. Students analyze the role and development of the visual arts in past and present cultures throughout the world, noting human diversity as it relates to the visual arts and artists.

4.0 AESTHETIC VALUING: Responding to, Analyzing, and Making Judgments About Works in the Visual Arts. Students analyze, assess, and derive meaning from works of art, including their own, according to the elements of art, the principles of design, and aesthetic qualities.

5.0 CONNECTIONS, RELATIONSHIPS, APPLICATIONS: Connecting and Applying What Is Learned in the Visual Arts to Other Art Forms and Subject Areas and to Careers. Students apply what they learn in the visual arts across subject areas. They develop competencies and creative skills in problem solving, communication, and management of time and resources that contribute to lifelong learning and career skills. They also learn about careers in and related to the visual arts/design and publication.

1.0 Writing Strategies

Students write coherent and focused texts that convey a well-defined perspective and tightly reasoned argument. The writing demonstrates students’ awareness of the audience and purpose and progression through the stages of the writing process.

1.0 Written and Oral English Language Conventions

Students write and speak with a command of standard English conventions.

What is Expected of the Student

Daily Assignments:
1) Know your assigned staff responsibilities work with section members.
2) Design templates working with the theme, create layout.
3) Take quality and diverse photographs, for your assigned pages/spreads. Get student names and grades.
4) Gather information, conduct interviews, do research, personally observe, and save notes. Follow the Ethics and Confidentiality Agreement.
5) Finalize the layout page/spread design “Prepare for Submission”
6) Write the text, headlines, captions
7) Tag/Index all photographs on page/spread in image library.
8) Edit page/spread, spell-check the entire page(s)
9) Meet Deadlines set by Publisher
10) Submit final completed pages/spread to section editor, week before the due date for cycle of editing. Submit final edited page/spread to Editor in Chief by deadline date ready for print.

Additional information:
- Digital devices can only be used in class at the teacher’s discretion and should be used in line with the MVLA Digital Device and Behavior Policies as outlined in the Parent/Student Handbook. While working in a digital and collaborative environment, students should always conduct themselves as good digital citizens.
- Eating, drinking (except for water) and chewing gum are not allowed in the classroom.
Classroom Rules:
Below is a list of classroom behavior expectations that are in addition to the regular school-wide rules. Additional “Common Sense” rules apply and if necessary other rules will be posted later. See Class Participation Rubric

1) Be in class, seated with class materials and ready to work when the bell rings.
2) Read daily agenda on board. And Work the entire period on the assigned project.
3) Remain in your assigned seat during class, unless you are working in a group.
4) Respect other students’ right to learn by courteous behavior.
5) Listen when the teacher, another student or guest presenter is addressing the class.
6) Be engaged in the creative learning process, contribute positively.
7) Work quietly and focused on the class work.
8) Do you own original work to the best of your ability.
9) Keep and maintain a notebook and resources folder for the entire year.
10) No talking or texting on phones, personal stereos, games or toys allowed in class. I will confiscate anything I see 1st warning, 2nd time it goes to the office.

Attendance:
ABSENCES: An “unexcused absence” is an absence in excess of a 30-minute period occurring in a given class. Students may not exceed 14 unexcused absences across their entire schedule. A full day, unexcused absence counts as 5, 6 or 7 absences depending on how many classes a student carries toward the total of 14. On the 15th unexcused absence, students may be referred to an alternative educational program/site pursuant to the District’s involuntary transfer policy (AR/OP 5113).

TARDIES: Students may not exceed 19 unexcused tardies across their entire schedule. An unexcused tardy is an absence from class from when the bell rings until up to 30 minutes of a class period. At the 15th unexcused tardy, there will be a mandatory parent conference with the student’s Assistant Principal. This conference will be scheduled to occur the morning after the family is contacted by the school. At the student/parent conference, consequences for continued tardiness are discussed and the student is assigned to Saturday School. An attendance contract will also be signed at this meeting. Failure to attend Saturday School may result in a transfer to an alternative educational program/site.

Help and Contact Information
Instructor’s Email: meghan.engle@mvla.net

Help: Students should always ask for help when they feel it is needed. Students may arrange to meet with the teacher during lunch or prep periods. Conferences are available to students and parents by appointment. Please email instructor to set up an appointment.

Camera Use: There are a limited number of digital cameras available. Students must complete the camera agreement form to check out a camera. Students may use their own camera as well. Every effort is made to insure that photo equipment is in good working order. Students are responsible to report malfunctions and damage to the instructor immediately.

Financial Responsibility: Students are responsible for equipment checked out to them. Repairs resulting from accidents or negligence will be charged to the student. Students must thoroughly inspect cameras prior to check out. Be advised that replacement of a Canon/Nikon DSLR camera/lens is approximately $650.00. Minimum service for damaged cameras is $150.00. Cameras that are lost, dropped, become wet or left in a hot car usually requires full replacement. REPORT CAMERA DAMAGES IMMEDIATELY TO THE INSTRUCTOR!

Student Full Name: (Print) Student Signature: ________________________________ Date: _____________

Parent/Guardian Full Name: (Print) Parent/Guardian Signature: ________________________________ Date: _____________