

# Steeleville Comm. Unit School District #138



## Creative Writing/Annual

2019-2020

“CREATE. NOT FOR THE MONEY. NOT FOR THE FAME. NOT FOR THE RECOGNITION,  
BUT FOR THE PURE JOY OF CREATING SOMETHING AND SHARING IT.”

— ERNEST BARBARIC



## GENERAL INFORMATION

**Prerequisite:** none

**Level:** 10th – 12th grade

**Credit:** .5 – elective credit

**Additional:** This course is accepted as a .5 elective credit for H.S. graduation.

This course is accepted as a .5 elective credit for college admission.

This course is not eligible for credit by the NCAA.

## CLASS RULES

1. Be prepared
2. Be productive
3. Follow directions
4. Respect all students, staff, visitors, and property
5. Be an active listener

## INSTRUCTOR CONTACT INFORMATION

Semester hours: Lecture Hours: 3/Lab Hours: 0  
Class location: Steeleville High School Room 9  
Instructor phone: (618) 965-3432 ext. 107  
Instructor website: <http://mmohr138.weebly.com>

## COMPUTER SOFTWARE

- Yearbook Avenue
- Adobe Creative Cloud
- PhotoShop

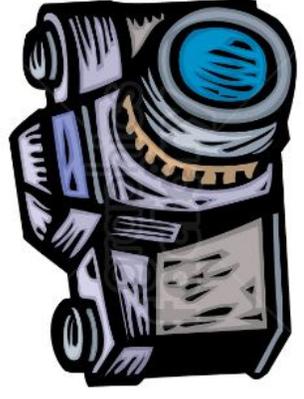
# COURSE OBJECTIVES

Students will be expected to do the following:

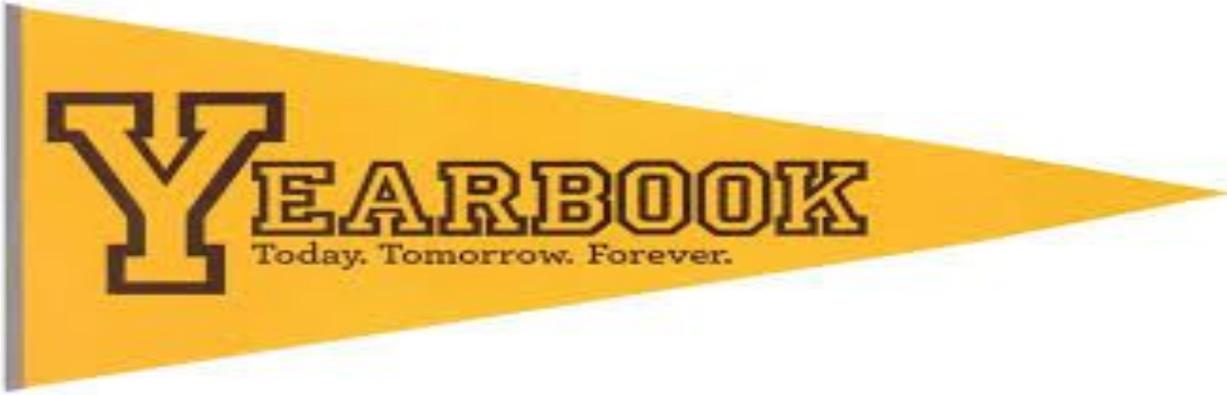
- Design and complete Steeleville High School's yearbook  Know the importance of a ladder diagram and how to complete and use it for the yearbook
- Sell advertisements to local merchants  Understand the importance of a deadline, know the deadline schedule and how a missed deadline can affect the delivery of the yearbook
- Orchestrate athletic, organizational, and school picture days  Understand the purpose of each yearbook production tool and memorize the job number
- Promote yearbook sales  Understand the role of advertising, how advertising is sold and the advertising to be sold for the book

After completing the yearbook, the student should be able to do the following:

- Understand the job responsibilities of a yearbook position  Recognize how a theme provides continuity and creates a unique personality for the yearbook
- Know the purpose of each part of the yearbook and how those parts are assembled
- Be familiar with printing terms and concepts as they relate to yearbook production
- Be familiar with yearbook components and the typical organization of those components



**Y**EARBOOK  
Today. Tomorrow. Forever.



## COURSE OBJECTIVES, continued

- Learn how a yearbook theme can be developed
- Appreciate the importance of including all students in the yearbook
- Learn about the elements involved in creating a layout
- Understand the role of copy in supporting photographs and completing body copy
- Know the characteristics of well-written copy
- Understand how complete captions make the yearbook an accurate record
- Learn to write and design captions that are informative and enjoyable for the reader
- Understand the importance of an effective headline
- Know the reasons for cropping yearbook photographs
- Learn the necessary steps for cropping photos
- Apply techniques learned when using the Yearbook Avenue Software
- Organize digital pictures in files electronically
- Creatively develop pictures in interesting settings



## ASSESSMENT

Grades are assigned based upon the meeting of deadlines, writing assignments, and the completion of all elements of assigned pages.

## ENRICHMENT

Field trip to yearbook workshop sponsored by Jostens Publishing Company where major yearbook concepts are explained to new and returning annual staff members