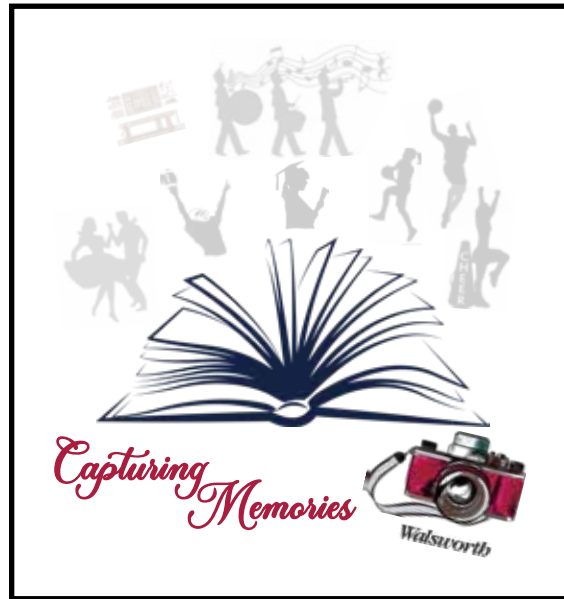


# CHIPPEWA VALLEY SCHOOLS

## Career and Technical Education



# YEARBOOK PUBLICATION

The CVHS Yearbook course in which students produce a 300–page full–color production color called The Talon. Students will help plan, design, photograph, and build the entire yearbook from scratch every year. Not only does this course focus on working with a real–life business that focuses on everything from sales and marketing, but this course also places a very STRONG emphasis on leadership and teamwork.

The yearbook covers events throughout the school year which may include: Student Life, Academic Life, Events, Athletics, Student Organizations, as well as Senior Tributes, which is a unique section where parents place advertisements for their graduating seniors.

The yearbook is published through the end of march and distributed at the end of the school year. Ms. Rebecca Kiel is the current Yearbook Advisor and has been running this program for over twenty years. Because this is a student–run production an executive board that is made up of the Editor–in–Chief(s), a Copy Editor, along with a Marketing Director, and a Sales Director who all oversee the yearbook production.

Though we use Walsworth Yearbooks Online Design to build our production, a strong emphasis is placed on Adobe InDesign as Adobe Photoshop which we use within our publication daily.

Because there is no budget for the yearbook, ALL CVHS Yearbook Staff members are responsible for raising any and all funds for the production, and participation is required and will be part of the student’s grade.

Becoming a member of the CVHS Yearbook Staff is a unique and incredibly valuable experience. Students become part of a team that, not only records the history of our school, they become part of a strong unit that focuses on providing students leadership opportunities while building skills that support college and career readiness. The CVHS yearbook is a family, and we would love to have you join us.

### **Classes can meet the following graduation requirements:**

Visual and Performing Arts Credit

World Language Credit

### **Articulation — Earn College Credits**

Students successfully completing the CTE State–approved program may be eligible for tuition free credit.

### **Instructor and Program Advisor:**

Ms. Rebecca Kiel

[rkiel@cvs.k12.mi.us](mailto:rkiel@cvs.k12.mi.us)

586.723.2560



**NOTICE OF NONDISCRIMINATION** It is the policy of Chippewa Valley Schools not to discriminate on the basis of race, color, religion, national origin or ancestry, gender, age, disability, height, weight or marital status in its programs, services, activities, or employment. Inquiries related to nondiscrimination policies should be directed to: Civil Rights Coordinator, Assistant Superintendent of Human Resources, Chippewa Valley Schools Administration, 19120 Cass Avenue, Clinton Township, MI 48038 Phone: 586–723–2090 / Nondiscrimination inquiries related to disability should be directed to: Section 504 Coordinator, Director of Special Services, (same address) Phone: 586–723–2180

## YEARBOOK STAFF – ROLES & RESPONSIBILITIES

### EDITOR-IN-CHIEF

*The student(s) is ultimately responsible for the overall development and content of the book.*

#### Among the duties:

- Delegates staff assignments
- Recruits staff and assigns jobs with the adviser
- Sets and enforces a production schedule
- Leads staff meetings
- Trains and coaches staff
- Assists in deciding on theme, design, and coverage with the adviser and other editors
- Plans ladder with adviser and editing team
- Assigns spreads to other staff members if needed
- Edits and proofreads every spread in all sections
- Ensures no photo runs twice and the same people are not photographed too often
- Runs the club/sports team Picture Days
- Works with professional photographer and advisor to coordinate senior and underclass portraits
- Orders supplies
- Runs class in the absence of the advisor.
- Reports to adviser

### JUNIOR EDITOR-IN-CHIEF/MANAGING EDITOR/INTERNS

*An assistant who keeps the staff operating efficiently.*

#### Among the duties:

- Maintains supplies
- Signs all students in and out of the classroom.
- Checks individual team member's deadlines
- Helps train staff on design software
- Ensures staff is saving text and photos in the correct format
- Keeps desktops and hard drives organized
- Sometimes creates, scans, and manipulates all the graphics, freeing up the designers
- Manages all equipment and equipment sign-outs
- Assists advisor with daily duties if needed.
- Assists in running class in the absence of the advisor.
- Works directly with Senior Editors-in-Chief to complete assigned deadlines
- Reports to editor-in-chief(s) and adviser

### COPY EDITOR

*The proofreader of all copy before pages are due, checking for style and accuracy.*

#### Among the duties:

- Provides constructive feedback to improve writers' work
- Establishes copywriting styles with editor-in-chief
- Compares copy on all pages to prevent repetitiveness
- Suggests coverage ideas to staff members
- Reports to editor-in-chief(s)

### PROMOTIONS/SOCIAL MEDIA & SPECIAL EVENTS MANAGER

*The leader of the book and ad sales campaigns. If multiple students are interested in this position, a team can be formed that includes a sales manager, promotions manager, and social media manager who report to this position.*

#### Among the duties:

- Organizes additional fundraising efforts if necessary
- Manages ALL social media platforms under the advisement of Mrs. Kiel
- Runs yearbook campaigns
- Runs and manages all promotional campaigns
- Recruits yearbook staff members
- Reports to editor-in-chief and adviser

### YEARBOOK STAFF MEMBER

- Cover assigned event(s) before, during, or after school
- Conduct interviews
- Edit and upload ALL photos for assigned spreads
- Cover and submit stories on ALL assignment events.
- Write and submit headlines, captions, and stories by the assigned deadline
- Promotes ALL social media campaigns
- Participates in team-building activities
- Recruits future members of the yearbook program
- Reports to head or family and/or junior EIC

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# YEARBOOK PUBLICATION



## INSTRUCTOR AND PROGRAM ADVISOR:

Ms. Rebecca Kiel

[rkiel@cvs.k12.mi.us](mailto:rkiel@cvs.k12.mi.us)

586.723.2560

<http://cvhsyearbook.weebly.com>

DON'T JUST CHOOSE A CLASS ~ CHOOSE A CAREER

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  - World Language Credit
- Articulation — Earn College Credits

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### 2243/2244 GRAPHICS/YEARBOOK PUBLICATION 1A/1B

Grades 9–12

**Prerequisite:** Teacher Approval

The goal of this course is to introduce students to the publishing skills needed for yearbook publication, and graphic design for industry and/or higher education through various lessons, assignments, and projects. This course covers the following areas of study: digital layout; design; using digital photography in publication; using PDFs in published works; scanning; desktop and electronic publishing; formatting, manipulating, and editing text; and Graphic Design for publication. Program software utilized: Adobe Creative Suite CS6 (InDesign, Illustrator, and Photoshop) and Walsworth Online Design Software. This course is ideal for students who are looking for a career in Journalism and/or Graphic Design. Members of this course are responsible for the creation of the 300+ page Chippewa Valley High School Yearbook. Students in this class need to be able to work independently. All yearbook staff members are expected to sell yearbooks and advertisements as part of their assessment. Students are required to work after school, on weekends, and over holiday breaks, if necessary. This course provides real–world work experience as students work to meet scheduled deadlines. A cumulative electronic portfolio is produced upon completion of this course. It is strongly recommended that students have some computer knowledge.

**NOTE: Students are required to register for both Graphics/Yearbook Publication 1A/1B. Students may not take only one semester of this course.**

1 hour

0.5/0.5 credit

### 2245/2246 GRAPHICS/YEARBOOK PUBLICATION 2A/2B

Grades 10–12

**Prerequisite:** Yearbook Publication 1A/1B

In the Graphic Design/Yearbook 2A course, students will be using Adobe Photoshop CS6 and InDesign/Online Design Software, applying rules of graphic design in 2–page yearbook spreads. Students will be using (provided) DSL cameras to take photos and videos, edit images, write, editing, and peer edit all text, and create layouts for the yearbook. Students will work collaboratively to create the yearbook theme, and design the annual cover and section contents, all while mentoring new Graphic Design/Yearbook 1A/1B students. Students will begin marketing and promoting sales of the yearbook as well as soliciting senior advertisements and sponsorships. NOTE: Students are required to register for both Graphic Design/Yearbook 2A and 2B. Students may not take only one semester of this course. In the Graphic Design/Yearbook 2B second semester course, students will continue to implement the designated theme, graphic design, edit section content, edit, and peer edit spreads, and utilize enhanced photographic images for yearbook spreads. Students will meet designated print deadlines, monitor the print process remotely and finalize the submission of the yearbook. Students will continue to market and sell yearbooks as well as solicit sponsorships from the surrounding community. Students will create digital app videos which are embedded within the yearbook to enhance spreads. A strong emphasis is placed on leadership skills through mentoring, recruiting future staff members, and incorporating team building throughout the year.

**NOTE: Students are required to register for both Graphics/Yearbook Publication 2A and 2B.**

1 hour

0.5/0.5 credit

**STUDENTS MAY NOT TAKE ONLY ONE SEMESTER OF THIS COURSE.**

### 2247/2248 YEARBOOK PUBLICATION 3A BC/3B BC

Grades 11–12

**Prerequisite:** Yearbook Publication 2A/2B

In the Graphic Design/Yearbook 2A course, students will be using Adobe Photoshop CS6 and InDesign/Online Design Software, applying rules of graphic design in 2–page yearbook spreads. Students will be using (provided) DSL cameras to take photos and videos, edit images, write, editing, and peer edit all text, and create layouts for the yearbook. Students will work collaboratively to create the yearbook theme, and design the annual cover and section contents, all while mentoring new Graphic Design/Yearbook 1A/1B students. Students will begin marketing and promoting sales of the yearbook as well as soliciting senior advertisements and sponsorships. NOTE: Students are required to register for both Graphic Design/Yearbook 2A and 2B. Students may not take only one semester of this course. In the Graphic Design/Yearbook 2B second semester course, students will continue to implement the designated theme, graphic design, edit section content, edit, and peer edit spreads, and utilize enhanced photographic images for yearbook spreads. Students will meet designated print deadlines, monitor the print process remotely and finalize the submission of the yearbook. Students will continue to market and sell yearbooks as well as solicit sponsorships from the surrounding community. Students will create digital app videos which are embedded within the yearbook to enhance spreads. A strong emphasis is placed on leadership skills through mentoring, recruiting future staff members, and incorporating team building throughout the year.

**NOTE: Students are required to register for both Graphics/Yearbook Publication 2A and 2B.**

**Students may not take only one semester of this course.**

1 hour

0.5/0.5 credit

### 2249/2250 YEARBOOK PUBLICATION 4A BC/4B BC

Grades 12

**Prerequisite:** Yearbook Publication 3A BC/3B BC

This course will cover the topics of Graphics/Yearbook 1A/1B, 2A/2B, and 3A BC/3B BC in greater depth by requiring students to take on leadership positions such as Editor in Chief and Assistant/Managing Editors. These students oversee all elements of the 300 Page Hardcover book: cover design and theme, represented in 11 separate sections using 150 2–page spreads, its creation and while using their solid understanding of yearbook software (CS6 Photoshop, InDesign, Illustrator, and Walsworth Online Design Software) to meet all scheduled deadlines. Ethics is also an important and integral component of this advanced class. Students lead by example and serve as effective coaches for their peers. Alongside the instructor, fourth–year Graphics/Yearbook students are responsible for training new staff members and serving as mentors to the entire team. Students are also responsible for editing, evaluating, clearing students who have completed their spreads, critiquing all elements of the yearbook, and finalizing every spread that goes into production. Participation in the local Career Technical Student Organization will further enhance student leadership opportunities and is strongly encouraged. Participation in state–level competitions is also a requirement for fourth–year students. This course also requires a significant amount of writing, in preparation for post–secondary experiences, for both college coursework and expectations in the graphics industry.

1 hour

0.5/0.5 credit

**STUDENTS MAY NOT TAKE ONLY ONE SEMESTER OF THIS COURSE.**