

**Graphic Arts**  
**Course Syllabus**  
Mrs. Fletcher—Room A212

**Course Description**

Graphic Arts class introduces the fundamentals of journalistic writing and utilizes desktop publishing skills. Students will sell advertising, write articles, edit, proofread, take photographs, and layout the school newspaper on a monthly basis as well as produce the annual school yearbook. Business Communications is a one-year course with no prerequisites. Teacher recommendation is required. Students will be required to spend time outside of class interviewing, photographing, or working on deadlines.

**Instructional Philosophy:** Students will be engaged in assignments/projects that will be challenging and thought provoking. These activities will require creativity, reasoning, logic, research, and organizational skills. Students will be expected to work independently as well as in teams to achieve the goals and objectives of this course. Class discussion and student involvement are essential for student success in this class as well as meeting the goals and objectives established for Graphic Arts. In conclusion, students will be challenged intellectually to understand and apply what they have learned in production of the monthly newspaper and annual yearbook.

**Major Course Goals**

Students will:

Learn to use desktop publishing and photo editing software

Write, edit, proofread, and layout school newspaper and yearbook

Participate in advertisement sales, follow-up, and layout of ads

Engage in deadline management, equitable delegation and distribution of work, and responsibility

Complete newspaper correspondence and photography

Use effective interviewing techniques

Produce a high-quality, professional-looking monthly newspaper publication and yearbook

**Major Course Projects and Instructional Activities**

Projects and activities will include, but are not limited to publishing monthly issues of the *Centralian*, completing quarterly projects related to research, editing techniques, desktop publishing, and current journalistic issues, and publishing the annual yearbook.

**Course Assessment Plan**

Grading will be based on creativity, timeliness, correctness, and completeness. Each student will keep a portfolio which will contain evidence of work completed during and outside of class. Evidence will include newspaper articles, yearbook spreads, ad sales, ad creation, newspaper layout, photographs, story editing, and any other work assigned. Classroom work/projects and tests will be worth 80% of a student's grade and a required comprehensive final exam will be given at the end of each quarter and is worth 20% of each quarter's grade. Students are strongly encouraged to redo classroom work until they have mastered the objectives.

Final course grades for each semester will be based on the following: 1<sup>st</sup> quarter (40%), 2<sup>nd</sup> quarter (40%), and final exams (20%).

**Required/Recommended Readings:**

In addition to readings in the text, students will be required to complete their 100-page-per-semester requirement by reading various books and/or articles relating to technology and journalism throughout the year. Each student should always bring outside reading material to class in case he/she finishes work before the end of class.

Recommended Authors:

Karen Kingsbury  
Nicholas Sparks

Lillian Jackson Braun  
Debbie Macomber

**Classroom Expectations/Student Responsibility**

Students should be in class when the bell rings. Tardies will be given if this policy is not followed.

Students should bring required materials to class: Always have a pencil, pen, and paper. Students should complete assignments correctly, accurately, and on time: **When a deadline is not met, it affects the student's grade as well as the publication. Both the newspaper and yearbook operate on a deadline schedule. You must meet assigned deadlines.**

Comply with Network User Agreement: There will be no leniency afforded to anyone who violates any portion of the Central R-III Acceptable Use Policy.

Respect each other and the ideas of others. Don't belittle someone simply because you don't agree. Be polite.

Keep classroom neat and clean: Don't bring food or drinks into the classroom. Clean up after yourself.

**Class Supplies:**

Folder to keep in class  
Pen or pencil and paper

**Homework Policy and Grading Scale:** Please refer to your Student Handbook for the Homework Policy. The grading scale is as follows:

95-100	A	80-82	B-	67-69	D+
90-94	A-	77-79	C+	63-66	D
87-89	B+	73-76	C	60-62	D-
83-86	B	70-72	C-	0-59	F

**Extra Help:** If you need extra help in this class, I am usually available after school until 3:30 pm. You may also set up appointments with me for additional help. My PASS schedule will be announced at the appropriate times.

**Time and Place to be Reached by Parent:** My e-mail address is

[jfletcher@central3.org](mailto:jfletcher@central3.org). My planning period is from 12:18 – 1:03 pm daily. You may also leave a message for me at 431-2616 ext. 4137 and I will return your call as soon as possible. My School Notes page can be accessed from the high school Web site at [www.central3.org/chs/Teachers.html](http://www.central3.org/chs/Teachers.html).