INSTRUCTOR: Sarah Nichols
ROOM NUMBER: C-2
OFFICE HOURS: M-F 7-7:40 a.m. and by appointment
E-MAIL::   snichols@rocklinusd.org
COURSE PAGE: http://whs.rocklinusd.org/cte
ACADEMIC UNITS: 5 units per semester
ACADEMIC CREDIT: Elective Credit

DESCRIPTION - Publications Production II is a two-semester course, combining mastery of the high-level critical thinking, reading and writing skills of print journalism with an introduction to the artistic, creative and aesthetic skills of the visual and graphic arts. Students master the writing and editing of the most common forms of journalistic stories; read and analyze relevant written works through expository writing; learn and practice the basics of design and layout; analyze and evaluate images based on a set of given values; learn communication, management, and evaluation skills for individuals and small teams; use of state-of-the-art word processing and design software including the Adobe Creative Suite (InDesign, Photoshop, Illustrator); and demonstrate knowledge and understanding of ethical responsibilities and communications law. This course will sharpen students' thinking and expression, widen their experience with people and communication, provide an environment for self-directed learning and give them confidence in their ability to see their creative ideas to completion in both print and digital media for 21st-century communication models.

PURPOSE - This is a concentration/developmental course to build upon skills students learned in the introductory level previously. Students will have the opportunity to pursue real-world application of design, creative and professional production skills to produce Whitney High Student Media with a variety of print and digital experiences. In a highly collaborative setting, students will be able to create graphics, design pages and layouts and report stories for an authentic audience will further developing their competency with Adobe InDesign, Photoshop and Illustrator. Whereas the introductory level is about learning the concepts, this level is about applying the concepts.

COURSE OBJECTIVES - By the end of this course, students will be able:

- Students will be prepared to enter the workforce in desktop publishing. print production, multimedia production and/or digital storytelling.
- Students will demonstrate proficiency in industry technical standards.
- Students will research design career options and job skill requirements.
- Students will demonstrate proficiency in industry standard safety procedures.
- Students will demonstrate proficiency in customer service skills.

COURSE TOPICS - The course will cover the following topics: File management skills tied to district network as well as cloud-based systems, Digital image editing (using Adobe Photoshop and Adobe Bridge) , Design production (Adobe InDesign and Adobe Illustrator), Ability to work within a collaborative small student led group within deadline and budget guidelines, Application of professional code of ethics and legal and ethical responsibilities, Application of pre-production, production, post-production and publishing standards and best practices, and Industry-specific techniques for marketing, sales, entrepreneurship and social media for publication production.

CAREER AND TECHNICAL EDUCATION (CTE) ELEMENTS - The following information is directly related to this course and its designation as a CTE course on campus:

- INDUSTRY SECTOR: Media and Design Arts
- COURSE LEVEL: Concentration
- ADVISORY COMMITTEE: The advisory committee for this course meets annually. Additional meetings are held at the discretion of the instructor and/or district office.
- ARTICULATION INFORMATION: UC approved
- OCCUPATIONS FOR IDENTIFIED PATHWAY: Pathway occupations organized by level of education and training required for workplace entry.
    - High School - production assistant, independent photographer
    - Post-secondary Training - production crew member, freelance journalist
    - College/University - production manager/editor, print center ownership

GENERAL: Recorded grades will be available for review at any time on Schoology. Remember to keep all class items returned so that any discrepancies can be easily and fairly straightened out. Except in cases of actual error, semester grades are permanent.

INSTRUCTIONAL SUPPLIES - Students may be required to purchase specific projects if they want to keep them and take them home. The list below provides information for the student regarding items they will be using in this course. Students may want to purchase items on this list if they are very interested in this course and/or pathway. Please see the instructor for specific information regarding supplies.

- Text: AP Stylebook, Society for News Design, Newspaper Designer's Handbook, Get the Picture (Jostens)
- Computer Programs and/or software: Adobe CC (InDesign, Photoshop, Bridge, Illustrator) and Google apps
- Supplies: Desktop computer (1:1) with applicable software installed, DSLR cameras and related lenses, SD cards and accessories

GRADING PLAN - This hands-on class is based mostly on producing original designs and story forms for publications, so there is little in terms of quizzes or packets/worksheets to be graded. Students demonstrate their learning through their graphic designs, page layouts, photo shoots, spreads and online publications for Whitney High Student Media. Ability to meet deadlines is an important part of each student's grade. Work will be evaluated regularly with conferencing and mini-deadlines so students can revise throughout the production process and improve their grades (within deadline and budget specification). Instead of a final exam, the semester and year-end culminating assessment is a digital portfolio.

CLASSROOM RULES OF CONDUCT

- Respect others.
- Respect the classroom and work environment, including all equipment and materials.
- Conduct yourself in a professional manner at all times, including during interviews, press conferences, design sessions, photo shoots and when interacting with school officials and community members or other stakeholders.
- Adhere to all policies for equipment use, including checkin and checkout procedures for cameras and laptops.

In general, your ideas, comments, suggestions, questions, grade challenges, and more are welcome. However, your discretion in these matters is expected. Furthermore, no part of your grade will be based on anything other than your coursework and attendance. You are encouraged to take advantage of instructor office hours for help with coursework or anything else connected with the course and your progress.