**Media Arts/Yearbook**

Ms. Andrea Cermanski

2013-2014

**Course Description**

This course will explore Media Arts as it pertains to the creation of a creative publication: our school yearbook. This course will teach students about layout and design for yearbook production in Microsoft Publisher, image manipulation in Adobe Photoshop and other photo-editing programs, advanced photography techniques, and creating and maintaining a blog with Edmodo. Students will also be encouraged to submit original photography and video created through the course to the Future Voices of New Mexico project, in which many ATC students have won awards in past years.

Students will also learn how to apply journalistic skills and processes necessary to produce a captivating yearbook. Students will develop skills in news judgment, fact gathering, writing headlines and captions, proofing, editing, and creative writing. The course will also encompass broad spectrum marketing techniques, and students will develop personal strategies for obtaining funding for our school-wide yearbook project. These activities will teach students marketing skills and will allow them to navigate business communities within the community.

This is a project-based course designed to provide students with the skills necessary to design and create the 2013/2014 ATC yearbook, brochures and marketing materials for the school, works of art using media as an art form, and other projects designed to enhance the quality of life for the ATC community.

**Required Supplies**

* Digital camera (preferred) or Smart Phone with good quality camera
* SD memory card (for digital cameras)
* SD adaptor cord or camera USB upload cord
* Flash Drive
* Single subject notebook or Media Arts section in binder with loose-leaf paper

**Grading**

Grading for the course will be based on the following:

* Successful completion of projects and assignments
* Class Participation
* Successful completion of Yearbook tasks
* End of course exam

**Projects will include:**

* Edmodo--Frequent Participation in the Media Arts Edmodo site
* Peer Profiles—Interview a subject over a series of three sessions to write a well-developed and engaging profile piece.
* Graphic Design—Research graphic design techniques in order to create aesthetically-pleasing and effective marketing materials and publications.
* Image Quality—Research file sizes and formats necessary to ensure high quality images in printed publications.
* Microsoft Publisher—Create a brochure or advertisement demonstrating competence with Publisher software.
* Marketing Techniques—Research marketing techniques and create a brochure to market various products and services utilizing Publisher.
* Create a Logo—Create a mock business and create a logo in Publisher or Photoshop
* Photography Assignments--Shoot a successful portrait, compelling photos of ATC students during athletic events, abstract photos, expressive photos, and incorporate lighting techniques in your work.
* Create a Blog—Create a personal blog in which to upload photography.
* Sell Advertisements—Choose a team to work with through the year and create a sales pitch. You and your team will sell yearbook advertisements to specific businesses.
* Caption Writing—Write effective captions for yearbook photos. Be able to convey the importance of who, what, when, where, why and/or how in captions.
* Publisher Layout Assignment—Practice creating mock yearbook pages using Publisher.
* New Media Art—Produce an artwork created with [new media](http://en.wikipedia.org/wiki/New_media) [technologies](http://en.wikipedia.org/wiki/Technology), such as [digital art](http://en.wikipedia.org/wiki/Digital_art), [computer graphics](http://en.wikipedia.org/wiki/Computer_graphics), [computer animation](http://en.wikipedia.org/wiki/Computer_animation), [virtual art](http://en.wikipedia.org/wiki/Virtual_art), [Internet art](http://en.wikipedia.org/wiki/Internet_art), or [interactive art](http://en.wikipedia.org/wiki/Interactive_art).
* Video Project—Produce a creative video that will be viewed through a QR code and be displayed at the ATC art show.

**Daily Class Procedures**

* As soon as class begins, you should be in your seat working on the “Do Now,” which will be on the board. “Do Now” will last for about 5-10 minutes and is quiet time.

**Leaving Class**

* Our class time is short, so I encourage you to use the restroom and fill up water bottles between classes and at lunch. You will only be permitted to leave class in emergencies (sick, can’t wait until break to use bathroom, etc.).