

CARPE DIEM
Magazine Production
Ms. Ashley Marriott, Adviser
Catherine Miller, Editor-in-Chief
Spring 2008

I have reviewed the syllabus for the *Carpe Diem* course with my student.

I understand the grading procedures and what is expected of my student during the semester in *Carpe Diem*.

I understand that when my student misses class it is his/her responsibility to obtain missed material and that any assignments not turned in due to absence are due the day my student returns to school.

If absence is extended (more than one day) my student must make arrangements with Ms. Marriott to complete missed work in a timely manner.

I understand that all sponsorship donations are due on Monday, February 25th.

I understand the Archdiocese of Atlanta has a written policy on student publications produced by St. Pius students and I agree to abide by this policy at all times.

I understand that misbehavior will result in detention. Any serious infractions or repeated misbehavior will result in a yellow referral to the discipline office and a parent conference with Ms. Marriott via telephone or by appointment.

Please sign below and return this cover sheet by Friday, January 11th.

Parent Signature: _____

Parent Email(s): _____

Student Signature: _____

Student Email: _____

Journalism - Carpe Diem
Ms. Ashley Marriott, Adviser
Spring 2008

Course Description

This magazine publishing course teaches hands-on production experience in the design and publication of the school literary-art magazine *Carpe Diem*. Through the practical experience of analyzing commercial magazines and producing *Carpe Diem*, students will learn and develop the basic magazine journalism skills of soliciting and evaluating contributions, editing, graphic design, layout and production and the business skills of organization, planning, producing on computers, marketing, finance, and distributing a magazine.

Objectives

1. To train the student in the basic disciplines of journalism including accuracy, quick thinking, fairness, responsibility and meeting deadlines.
2. To define the process and standards by which literary and visual contributions are evaluated and to develop the student's ability to evaluate both literature and art.
3. To train the student in desktop publishing and photo manipulation skills.
4. To develop to student's ability to express opinions and judgments clearly, concisely, insightfully and accurately.
5. To encourage the student's respect for freedom of expression through artistic means and to develop the student's ability to engage in the creative process.
6. To teach the student the basic concepts of good design and provide practical experience in designing and evaluating magazine layouts.
7. To provide practical business experience through fund-raising and magazine sales, marketing and distribution.
8. To promote teamwork and cooperation.
9. To encourage planning, organization and time management in stressing the importance of meeting deadlines.

Course Requirements

The staff will:

- Respect freedom of expression in all student contributions.
- Evaluate literary and art submissions as objectively and fairly as possible, reviewing the submissions thoroughly and providing adequate time for the task.
- Maintain the standards established by the staff.
- Abstain from criticism of any racial group, religion, sex or creed.
- Respect the policy of evaluating contributions anonymously and not share contributors' identities with other staff members if they are known to you.
- Refrain from evaluating your own submissions.
- Adhere to the established policies, procedures and syllabus.
- Actively participate in all class and staff activities.

ARCHDIOCESAN POLICY ON PUBLICATIONS

- The tenet and teachings of the Catholic Church should be respected.
- Viewpoints expressed should not be overtly political.
- Neither written text nor illustration should be implicitly or explicitly sexual in nature (including reference to body parts and/or function.)

Inappropriate clothing

- Explicit artwork
- Explicit writing/poetry
- Standard English and correct grammatical structure should be used consistently.
 - Spelling
 - Spelling of names
 - Correct sentence structure
 - Coherent story line
- The principal (& administration) will review and edit as necessary.
 - Anything questionable will be removed or edited
- No publication may go to print or be distributed without the approval of the principal.
 - Administration will review ALL of our publications

Design Concepts/Magazine Terminology Project

Students will receive a list of items essential to a publication and find examples of these items in various magazines, newspapers, mail, other publications, etc. Students will work with a partner to find and create the project. A handout will be given with explicit instructions. Students will be responsible for making a booklet over terms found in *Magazine Fundamentals, 3rd Edition* and from the journalism industry. A copy of these terms will be given to the students for the purpose of producing the project.

Ad Sales/Submissions

Students will earn a grade based on the amount of patron money they generate to support the magazine's production. February 25th will be the patron money deadline. Also, students are required to participate in activities to promote student submissions.

Ad Sales Grades are as follows:

\$200 +	A/100
\$100 - \$199	B/89
\$50 - \$99	C/79
\$20 - \$49	F/64

Area of Evaluation

Staff will be broken into section groups and will be responsible for organizing and evaluating submissions in one of the following areas: poetry, prose, fiction, nonfiction, photography, and art.

Section Critique Project

Each section will work together to research, illustrate and present to the class how to evaluate their area. For example, the poetry section members will define what makes a good poem (and a bad one) and teach the group what to look for as we evaluate student work.

***Carpe Diem* Distribution**

Carpe Diem is distributed during the summer in a mailing to the graduated Seniors. The remaining magazines will be distributed to rising Senior, Junior and Sophomore parents during the first semester Mini-class Night in the fall.

Grading Scale

***Class Work & Homework* 30%**

Consists of the terms project, submission evaluation, class announcement sheet, and other assignments as given.

Job/Production Performance **50%**

Each class member is required to layout and complete up to 3 spreads for the magazine as assigned. Layouts must be 100% complete (including spell check) by April 25th.

Students with incomplete spreads of any nature will receive a grade of 0 for the Job/Production Performance grade. *Excuses will not be entertained or accepted. Plan ahead and be organized. Lunch times, unassigned periods or before/after school time will be required for those who choose to use their class time unwisely.*

Proofreading is another essential and CRITICAL part of production. After completion of the layouts on the computer, final proofreading will be shared by the class. For problems not noted and corrections not made, one point will be deducted from the FINAL GRADE for those responsible. This is truly how important these corrections are.

Ad Sales **20%**

Each class member is required to solicit patron funding to assist with the \$16,000 production costs. Grade range is listed above.

Tentative Calendar Sequence

January	7	Class Intro
	8	Begin Poster/Submission campaign
	11	Syllabus agreements due back
	16	Begin terms project
	****	Begin submission evaluations as soon as items are available
February	25	Patron donations due
March	10	Editors (& designated staff) layout materials
	17	Begin layouts on InDesign
April	14	All Layouts due to Editors
	16	Proof layouts
May	12	Magazine delivered to Mr. Sitton for printing

*** A word about our editorial staff and class in general: The Editors are your leaders. They are not here to make your lives miserable or to pick on you. They are here to make sure the entire magazine is done properly and on time. Please be respectful and accommodating when you are asked to do things. Consider this your "job." You've got to work with everyone regardless of your personal feelings or personality clashes. No one is going anywhere; we're meeting every day of the week in the same room, so we all have to get along.

Class time should always be used FIRST for Carpe Diem business and second for school work. Remember, this is a TEAM EFFORT!

Each section has a section leader and they are directly responsible for their specified section. Please do everything you can to assist them as necessary.