

## Course Syllabus for The Brand

### Contact Information:

Name: Ron Espinola  
Phone: 775-623-8130  
Email: [respinola@hcsdnv.com](mailto:respinola@hcsdnv.com)  
Room #: 305  
Website: [respinola.com](http://respinola.com)

### Course Objectives:

This course is designed to introduce the student to fundamental processes involved in layout, printing, binding and finishing of graphic design.

**Course Description:** This course is designed to introduce the student to fundamental processes involved in layout, printing, binding and finishing of graphic design. Areas of study will include graphic communications history, design theory, pre-press and imaging operations, production processes, printing processes and career exploration.

1 Credit

Grade Level: 9-12

Prerequisite: Instructor Approval

### Materials/Supplies:

Paper, pen/pencil, notebook. E-mail account accessible from school.

### Textbook and other resources:

1. Text: Journalism Today
2. Software: Internet Explorer, Firefox, Adobe Dreamweaver CS5, Adobe InDesign CS5, and Adobe Photoshop CS5, and Windows 7 will be used.
3. Assignments are posted at Mr. Espinola's website (<http://www.respinola.com>).

### Class Procedures:

- Students should be in their seats and ready to work when the tardy bell rings.
- Students are expected to work the entire class period. Students that finish early need to bring other material.
- Students are expected to do what they are told; the first time.
- Discipline
  - Verbal warning.
  - Referral to office.
- No electronic devices of any kind are permitted to be used in class without the express permission of the teacher.
- NRS 388.135 Anti-Bullying Legislation is available for your review at: [www.hcsdnv.com](http://www.hcsdnv.com)

### Camera Checkout

Cameras must be checked out to an individual student. Students are expected to keep camera and other equipment secure and in good working order while in their care, and replace or repair equipment when they have been negligent. If a camera is lost or damaged while in your care, you must submit the cost of repair or replacement within 30 days from the date you checked out the camera. This includes cameras broken in car accidents and other incidences covered by insurance. It is your responsibility, not the school's, to seek reimbursement from the insurance company in such cases.

### Grading:

Students will accumulate points throughout the nine weeks. Points will come from the following categories, and will be based on the following percentages. Percentage grades follow the school policy but are weighted as follows:

Weekly Production/Articles 40%  
Assessment (Print Edition) 60%

### **Plagiarism**

Plagiarism will not be tolerated. If I find that you have used another's work, whether it's another student, something off the Internet that you have not cited, or any other source, you will receive a zero on the assignment. I will be randomly checking papers and assignments to make sure this does not happen. Remember, plagiarism is against the law—don't do it.

### **Make up work:**

It is the responsibility of the student to contact the teacher outside of class time to receive work missed due to absence. Late work is accepted, but for a maximum of 50% credit.

### **Returning work to the student:**

Students must print articles and submit them to the teacher. They will be edited and returned until they are written well enough to post online or to be included in the print edition. For an assignment to be on time, the final draft, not the rough draft, must be submitted by the deadline. Therefore students must submit work early enough to have time to complete the editing process. All assignments will be saved to school server.

### **Progress Reports and Report Cards:**

Students and parents are expected to use their access to Infinite Campus to check on their progress. Printed progress reports will be sent home with the student at least once per quarter. This is an assignment and need to be signed by the parent and returned for a grade. Report cards will be handed out the week following the end of the nine weeks. Credit will be given at the end of each semester at one half credit per semester.

### **Availability for Extra Help:**

Students can receive additional help before school, at lunch, or after school by appointment.

To read the syllabus for the class please go to [respinola.com](http://respinola.com). Then proceed to the page for your particular class. Click the link at the top of the page for the syllabus.

Please sign and return this page.

### Syllabus Verification Form

STUDENT NAME: \_\_\_\_\_ (PRINT)

COURSE NAME: The Brand

TEACHER NAME: ESPINOLA

My signature below indicates that I have received and read the attached syllabus for the above listed class.

\_\_\_\_\_  
Student Signature Date

\_\_\_\_\_  
Parent Signature Date

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# The Brand: Staff Contract

**Philosophy:** This class is an elective, which means that it should really bring out the creativity and drive in all students who participate. Therefore, I do not want grades to be a huge factor. As long as the students complete their assignments to the best of their ability and on time, they will receive an A. However, if a student does not receive this grade, it can be clear to the parent and student themselves that their participation and effort are lacking in some way. Overall, I hope that this class will provide a hard working, fun atmosphere for each student.

**Daily Expectations:** Each student is expected to arrive to class on time and be present each day. This class is run on participation, so if a student is gone from class, they will not be able to just do homework to catch up.

Students are expected to give their best effort each day. With two publications (written and online) going on at the same time, there will always be something to work on. Students should come to class ready to work, create, and help. A student who habitually misses class and/or deadlines, may be removed from the class.

**Work days:** If a student misses a work day (ether week day or weekend) for any reason, he/she will need to make up the time missed (at least an hour) either before or after school. They will need to notify the advisor before they come in to make up their absence. If the student chooses not to make up the missed time, they will receive a 0.

**Leaving School/Missing Class:** At certain times during the year, it may be required that the students leave campus; this will not happen often. These reasons may include selling advertisements, getting a story in the community, taking photographs, etc. If you do not want your son/daughter to leave campus, please notify the advisor and something can be worked out. If a student does leave campus, they must always get permission from the advisor before they leave. In addition, to be able to miss a class to attend an event, the student must meet the same eligibility requirements as athletes or club members.

**Grading:** Students will be graded on meeting deadlines in writing, photography, and design assignments, and participation. Students will also be graded on the quality of work they produce. Grades will have the following weights:

Production 40%; Assignments related to producing the online paper (i.e., articles, pictures, layout and work days).

Assessment-Print 60%; Assignments related to producing the written paper paper (i.e., articles, pictures, layout and work days).

**Staff Positions:** Some student will hold positions of responsibility. This will include, but are not limited to, section editors for Sports, News, Opinions, and Student Life; Online Editor. Students that are editors will have the final responsibility for ensuring that their section is complete.

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Student Name (Print and Sign)

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Date

I support and understand the rules and regulations of the Journalism Staff Contract. I understand that this will be a class that requires my child to participate in some after-school activities, as well as occasionally leaving campus. I also understand the grading policy and that if my child does not participate daily in class, he or she will be removed.

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Parent/Guardian (Print and Sign)

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Date

**Permission for Release of Student**

Albert M. Lowry High School  
5375 Kluncy Canyon Rd.  
Winnemucca, NV 89445  
(775)-623-8130

Permission for Release of a Student  
From Albert M. Lowry High School Campus

STUDENT: \_\_\_\_\_

ACTIVITY: The Brand (Community Contacts)

The undersigned parent/legal guardian of the Student named above hereby gives permission for Albert M. Lowry High School (LHS) to release your son/daughter for such course duties as to visit local businesses in the Winnemucca area to acquire advertisements, obtain donations and to acknowledge community support for "The Brand", the LHS school newspaper. From the time of such release, the Humboldt County School District shall have no further custody, care, responsibility or liability with respect to your son/daughter.

DATED: \_\_\_\_\_  
Parent/Legal Guardian

APPROVED BY: \_\_\_\_\_  
The Brand Advisor

APPROVED BY: \_\_\_\_\_  
Administrative Authorization