



# Performing Arts | Digital Communications (Newspaper and Yearbook)



**ORGANIZING THEME/TOPIC**

**FOCUS STANDARDS & SKILLS**

**THEME: Publication Production**

- Journalistic skills in a real-world application setting

30104.1.2 10 Understand how work flow relates to project planning and completion (pre-production, production, post-production).

11154.1.05 Create and produce content to serve purpose and audience for the digital communication project.

- Conduct advertising sales and design.
- Gather news for various media outputs.
- Practice interviewing strategies.
- Organize and write news, sports, editorial, review and feature stories.
- Write headlines and captions.

30104.1.2.11 Analyze the role and responsibilities of individual team members to the success of the digital media project.

- Work with the community, both editorial and business.
- Meet deadlines.

30104.1.2.13 Evaluate current laws and regulations dealing with digital media.

- Adhere to editorial policy.
- Understand rights and responsibilities of the high school media.
- Apply Associated Press style rules and high school style book.

30104.1.1.1 Explore career and entrepreneurial opportunities in digital communications.

- Explore career options.

30104.1.2.12 Apply technology and skills for embedding content (video, photos) in various digital delivery formats.

- Apply design principles.
- Utilize InDesign fundamentals.
- Utilize Photoshop fundamentals.
- Compose and edit photos.
- Utilize content management systems, social media.

Time Frame: Ongoing

<p><b>THEME: Focus on writing</b></p> <ul style="list-style-type: none"> <li>Journalistic writing</li> </ul> <p>Time Frame: Ongoing</p>	<p>30104.0.2 Use oral and written communication skills in creating, expressing and interpreting information and ideas.</p> <ul style="list-style-type: none"> <li>Adapt language for audience, purpose, and situation.</li> <li>Compose focused copy for a variety of purposes. <ul style="list-style-type: none"> <li>news stories</li> <li>sports stories</li> <li>feature stories</li> <li>opinion stories</li> <li>web-based stories</li> <li>alternative story forms</li> </ul> </li> <li>Interpret information, data and observations to apply information learned from reading to actual practice.</li> <li>Reference sources of information.</li> <li>Compose multi-paragraph documents clearly, succinctly, and accurately (i.e. correct grammar, spelling, punctuation and capitalization).</li> </ul>
<p><b>THEME: Focus on design</b></p> <ul style="list-style-type: none"> <li>Effective designs for publications</li> </ul> <p>Time Frame: Ongoing</p>	<p>30104.1.2.5 Apply fundamental design principles with digital media applications.</p> <ul style="list-style-type: none"> <li>Design effective pages.</li> <li>Create story packages.</li> <li>Utilize typographic principles.</li> <li>Identify trends in design.</li> <li>Apply appropriate style rules/guidelines.</li> <li>Apply color theory / guidelines.</li> </ul>
<p><b>THEME: Focus on photography</b></p> <ul style="list-style-type: none"> <li>Journalistic photography</li> </ul> <p>Time Frame: Ongoing</p>	<p>11154.1.12 Apply technology to create graphic images.</p> <ul style="list-style-type: none"> <li>Photograph journalistic events.</li> <li>Practice storytelling through photography.</li> <li>Create photo illustrations.</li> <li>Appropriately use Creative Commons images, applying copyright and ethics of photography.</li> <li>Organize images.</li> <li>Edit images in Photoshop using appropriate ethical guidelines.</li> <li>Prepare images for various media outputs.</li> </ul>
<p><b>THEME: Focus on leadership</b></p> <ul style="list-style-type: none"> <li>Leadership and teamwork</li> </ul> <p>Time Frame: Ongoing</p>	<p>30104.0.5 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</p> <ul style="list-style-type: none"> <li>Exhibit leadership skills.</li> <li>Follow a code of ethics.</li> <li>Model behaviors of a good employee.</li> <li>Create a record of work experiences, certifications and products.</li> <li>Analyze the role and responsibilities of team members.</li> </ul>

