### Organizing Theme/Topic

**Theme**: Publication Production

- Journalistic skills in a real-world application setting

### Focus Standards & Skills

<table>
<thead>
<tr>
<th>Standard</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>30104.1.2.10</td>
<td>Understand how work flow relates to project planning and completion (pre-production, production, post-production).</td>
</tr>
<tr>
<td>11154.1.05</td>
<td>Create and produce content to serve purpose and audience for the digital communication project.</td>
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<tr>
<td></td>
<td>- Conduct advertising sales and design.</td>
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<td></td>
<td>- Gather news for various media outputs.</td>
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<td></td>
<td>- Practice interviewing strategies.</td>
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<td></td>
<td>- Organize and write news, sports, editorial, review and feature stories.</td>
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<td></td>
<td>- Write headlines and captions.</td>
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<tr>
<td>30104.1.2.11</td>
<td>Analyze the role and responsibilities of individual team members to the success of the digital media project.</td>
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<tr>
<td></td>
<td>- Work with the community, both editorial and business.</td>
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<td>- Meet deadlines.</td>
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<tr>
<td>30104.1.2.13</td>
<td>Evaluate current laws and regulations dealing with digital media.</td>
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<td>- Adhere to editorial policy.</td>
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<td>- Understand rights and responsibilities of the high school media.</td>
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<td>- Apply Associated Press style rules and high school style book.</td>
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<tr>
<td>30104.1.1.1</td>
<td>Explore career and entrepreneurial opportunities in digital communications.</td>
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<td></td>
<td>- Explore career options.</td>
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<tr>
<td>30104.1.2.12</td>
<td>Apply technology and skills for embedding content (video, photos) in various digital delivery formats.</td>
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<td>- Apply design principles.</td>
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<td>- Utilize InDesign fundamentals.</td>
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<td>- Utilize Photoshop fundamentals.</td>
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<td>- Compose and edit photos.</td>
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<td>- Utilize content management systems, social media.</td>
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</table>

**Time Frame**: Ongoing
**THEME: Focus on writing**

- Journalistic writing

**Time Frame: Ongoing**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>30104.0.2</td>
<td>Use oral and written communication skills in creating, expressing and interpreting information and ideas.</td>
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<td>- Adapt language for audience, purpose, and situation.</td>
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<td>- Compose focused copy for a variety of purposes.</td>
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<td>- news stories</td>
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<td>- sports stories</td>
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<td>- feature stories</td>
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<td>- opinion stories</td>
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<td>- web-based stories</td>
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<td>- alternative story forms</td>
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<td>- Interpret information, data and observations to apply information learned from reading to actual practice.</td>
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<td>- Reference sources of information.</td>
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<td></td>
<td>- Compose multi-paragraph documents clearly, succinctly, and accurately (i.e. correct grammar, spelling, punctuation, and capitalization).</td>
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</tbody>
</table>

**THEME: Focus on design**

- Effective designs for publications

**Time Frame: Ongoing**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>30104.1.2.5</td>
<td>Apply fundamental design principles with digital media applications.</td>
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<tr>
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<td>- Design effective pages.</td>
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<td>- Create story packages.</td>
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<td>- Utilize typographic principles.</td>
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<td>- Identify trends in design.</td>
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<td>- Apply appropriate style rules/guidelines.</td>
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<td>- Apply color theory / guidelines.</td>
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</table>

**THEME: Focus on photography**

- Journalistic photography

**Time Frame: Ongoing**

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<tr>
<th>Course Code</th>
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</thead>
<tbody>
<tr>
<td>11154.1.12</td>
<td>Apply technology to create graphic images.</td>
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<td>- Photograph journalistic events.</td>
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<td>- Practice storytelling through photography.</td>
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<td>- Create photo illustrations.</td>
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<td>- Appropriately use Creative Commons images, applying copyright and ethics of photography.</td>
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<td>- Organize images.</td>
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<td>- Edit images in Photoshop using appropriate ethical guidelines.</td>
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<td>- Prepare images for various media outputs.</td>
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</table>

**THEME: Focus on leadership**

- Leadership and teamwork

**Time Frame: Ongoing**

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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>30104.0.5</td>
<td>Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</td>
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<td>- Exhibit leadership skills.</td>
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<td>- Follow a code of ethics.</td>
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<td>- Model behaviors of a good employee.</td>
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<td>- Create a record of work experiences, certifications and products.</td>
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<tr>
<td></td>
<td>- Analyze the role and responsibilities of team members.</td>
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</tbody>
</table>