



Performing Arts | Digital Communications (Newspaper and Yearbook)



ORGANIZING THEME/TOPIC

FOCUS STANDARDS & SKILLS

THEME: Publication Production

- Journalistic skills in a real-world application setting

Time Frame: Ongoing

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.

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

