

PRESCOTT UNIFIED SCHOOL DISTRICT
District Instructional Guide
2015-2016

Grade Level: 10-12	Subject: Journalism 2-4	Time:	Core Text: <i>Scholastic Journalism</i> by C. Dow Tate and Sherri A. Taylor <i>The Radical Write</i> by Bobby Hawthorne
---------------------------	--------------------------------	--------------	--

Time	Topic	Content (Nouns)	Skills (Verbs)	Standards	Assessments
-------------	--------------	------------------------	-----------------------	------------------	--------------------

Unit 1	Advertising and Sales Strategies and related ethics	Advertising, Marketing	Students will sell advertisements and books during the course of the year to help defray the costs of publication.	CTE: JOURNALISM: 10.0, 11.0 *ACCRS: SL 9-10.1 SL 11-12.1	Creation of senior ads
Unit 2	Teamwork and representing yourself as a team member and school representative	Personal mission statement Goal setting Group consensus	Work Collaboratively and cooperatively Understand the role and responsibilities of each staff member and the purpose of the publication. Actively seek opinions from non staff members. Work with section team members to develop specific sections in the yearbook. Addresses complaints/criticism on section work with other team members.	CTE: JOURNALISM: 9.0, 11.0 *ACCRS: W 9-10.5 W11-12.5	Collaboration in and out of class on assignments
Unit 3	Pre-Planning the Yearbook (theme development, fonts, color selection, cover)	Ideas, Coverage, Stories to tell	Develop section plans to include topics, story angles, dominant photos, primary headlines. Develop designs for sections. Plan visual execution of concept/theme through fonts, layouts, colors, textures and graphics.	CTE: JOURNALISM: 3.0, 4.0, 12.0 *ACCRS: W 10 -12.1 RI 11-12.5 HS.TT.1.2	Brainstorming with the editors and coming up with a PLAN

PRESCOTT UNIFIED SCHOOL DISTRICT
District Instructional Guide
2015-2016

Grade Level: 10-12	Subject: Journalism 2-4	Time:	Core Text: <i>Scholastic Journalism</i> by C. Dow Tate and Sherri A. Taylor <i>The Radical Write</i> by Bobby Hawthorne
---------------------------	--------------------------------	--------------	--

Time	Topic	Content (Nouns)	Skills (Verbs)	Standards	Assessments
-------------	--------------	------------------------	-----------------------	------------------	--------------------

Unit 4	Interviewing skills, student coverage, and related ethics	Story Writing informative, yet interesting articles (who, what, when, where, why, how)	Gather information from a variety of sources to provide balance.	CTE: JOURNALISM: 3.0, 4.0, 12.0 *ACCRS: W 9-10.1 W 11-12.2 RI 11-12.5 HS.TT.1.2	Feature Interview
Unit 5	Camera basics, photography, and related ethics	Photography – functions of camera, techniques of photography (angles, light etc.)	Locate settings Modify ISO, White Balance, Aperture, Exposure,	CTE: JOURNALISM: 3.0, 4.0, 12.0 *ACCRS: HS.TT.1.3 RST 10-12.3	Critique of photographs, selections of photographs in yearbook
Unit 6	Online Publishing Software: Balfour's StudioWorks	StudioWorks Page Navigation Toolbars, Layouts	Logging into program, Opening ladder, creating a page, inserting background, using template or creating own template, inserting text, pictures, and art	*ACCRS: RST 10 -12.3 RST 10 -12.4 RST 10 -12.5	Successful creation of page in StudioWorks

PRESCOTT UNIFIED SCHOOL DISTRICT
District Instructional Guide
2015-2016

Grade Level: 10-12	Subject: Journalism 2-4	Time:	Core Text: <i>Scholastic Journalism</i> by C. Dow Tate and Sherri A. Taylor <i>The Radical Write</i> by Bobby Hawthorne
---------------------------	--------------------------------	--------------	--

Time	Topic	Content (Nouns)	Skills (Verbs)	Standards	Assessments
-------------	--------------	------------------------	-----------------------	------------------	--------------------

Unit 7	Basic Design Layout and Color Choices	Layout and Design General Layout Rules – position of heading, copy rules, photo tips, alignment, color	Students will design and lay out all pages of the yearbook, and meet all deadlines. The students gain practical experience using the computer in various forms of design and production. Areas of study include type of design, illustration, and how design has an impact in the real world. Students will study and comparison of professional publications, including popular magazines	CTE: JOURNALISM: 7.0, 8.0, 10.0 *ACCRS: W 9-10.4 W 11-12.4	Plan visual execution of concept/theme through fonts, layouts, colors, textures and graphics.
	Photoshop and photo editing	Photography, photo composition, image manipulation	Take all photos, manipulate and scan or upload them on the computer for pagination.	CTE: JOURNALISM: 3.0, 4.0, 12.0 *ACCRS: HS.TT.1.3	Photo assignment
Unit 9	Copy Writing, Story Development, and Captions	Story Ideas, Brainstorming, Writing	Complete comprehensive reporting, which includes interviewing multiple sources, before writing stories. Compose a story accurately while keeping personal opinions unknown	CTE: JOURNALISM: 3.0, 4.0, 12.0 *ACCRS: W 9-10.1 W 11-12.2 RI 11-12.5 HS.TT.1.2	Write yearbook copy

PRESCOTT UNIFIED SCHOOL DISTRICT
District Instructional Guide
2015-2016

Grade Level: 10-12	Subject: Journalism 2-4	Time:	Core Text: <i>Scholastic Journalism</i> by C. Dow Tate and Sherri A. Taylor <i>The Radical Write</i> by Bobby Hawthorne
---------------------------	--------------------------------	--------------	--

Time	Topic	Content (Nouns)	Skills (Verbs)	Standards	Assessments
-------------	--------------	------------------------	-----------------------	------------------	--------------------

Unit 10	Advanced Layout Design	Modular design Art, typography, white space Critique of professional design Graphic design	Demonstrate an understanding of the elements and techniques of page layout and design Gain practical experience using the computer in various forms of design and production.	CTE: JOURNALISM: 7.0, 8.0, 10.0 *ACCRS: W 9-10.4 W 11-12.4	Page Creation
Unit 11	Editing	Copy Editing Proofreading – Pages need revised and edited, names need checked.	Proofread copy according to Associated Press style, and also look for any potential situations where the libel law could come into question. Make corrections to assigned spreads.	CTE: JOURNALISM: 3.0, 4.0, 12.0 *ACCRS: W 9-10.1 W 11-12.2 RI 11-12.5 HS.TT.1.2	Proofs
Unit 12	Publishing and Design in the Real World	Digital Publishing	Areas of study include type of design, illustration, and how design has an impact in the real world. Students will study and comparison of professional publications, including popular magazines	CTE: JOURNALISM: 9.0, 11.0 *ACCRS: W 9-10.5 W11-12.5	Student Portfolio