



BLUE VALLEY DISTRICT CURRICULUM & INSTRUCTION
Performing Arts | 21st Century Journalism



ORGANIZING THEME/TOPIC

FOCUS STANDARDS & SKILLS

<p>Topic 1: Law and Ethics</p> <ul style="list-style-type: none">• Legal and ethical standards for journalists• Foundation for all of the other activities in this and future publication classes <p>Time Frame: 3 weeks</p>	<p>30100.06 Demonstrate understanding and compliance with professional ethics and legal responsibilities in all projects, decisions and actions.</p> <ul style="list-style-type: none">• Define functions of a journalist.• Explain principles of ethical journalism.• Describe a model of ethical decision making.• Make journalistically ethical decisions.• Define the role of a school publication. <p>30100.1.2.16 Analyze the First Amendment, Freedom of Information Act, and copyright laws and their impact on communications and journalism.</p> <ul style="list-style-type: none">• Name areas of unprotected speech.• Understand the relationship of federal and state laws.• Identify key case holdings. <p>30100.1.2.12 Analyze impact of social media in regard to individual vs. public identity and reputation.</p> <ul style="list-style-type: none">• Understand policies for social media use among publications.• Identify responsible uses of social networking for promotional, reference and instructional services.
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Topic 2: Narrative Storytelling

- Core concepts in journalistic storytelling
- Technical skills essential to media communications

Time Frame: 15 weeks

30100.1.2.3 Explore the influence media has on society.

- Identify the 6 news elements.
- Utilize news judgment to prioritize and make judgments about stories.
- Find story ideas.
- Cover a beat.
- Vet ideas to determine what readers want.

30100.1.2.9 Identify expert sources and how to cultivate relationships with them.

30100.1.2.10 Analyze the reliability of sources of information.

- Conduct research and locate sources.
- Name the four source types and determine what makes a good source.

30100.1.2.7 Understand the interview process.

- Identify the elements of a good interview.
- Conduct a skillful interview.
- Identify problems and solutions to interviews.
- Explain interview barriers, ways to overcome.
- Interpret and use notes from interview to tell a story.

30100.1.2.14 Produce and use digital media in storytelling.

- Demonstrate understanding of various lead writing and techniques.
- Demonstrate understand of various story structures.
- Demonstrate understanding of different types of quotes and transitions.
- Use acceptable standards for grammar, mechanics and word usage.
- Apply a variety of proofreading skills to identify and correct errors.
- Demonstrate the use of the writing process to include prewriting, drafting, revising and editing.
- Demonstrate tact and professionalism when critiquing others' work.
- Recognize the various types/functions of editorial material.
- Identify characteristics of features.
- Identify characteristics of good sports writing.

Topic 3: Design/Aesthetics

- Basic design principles and concepts
- Technical skills essential to media communications
- Elements and principles of design

Time Frame: 3 weeks integrated in Narrative Storytelling

30100.1.2.14 Produce and use digital media in storytelling.

- Create a new InDesign document.
- Use the type tool and selection tool in InDesign.
- Use rulers and non-printing guides in InDesign.
- Group items in InDesign.
- Set up a page with column guides.
- Import text.
- Import photos.
- Style text (font, size, leading, other attributes).
- Set automatic paragraph indents.
- Change number of columns in a single text box.
- Put a frame (black outline) on a photo.
- Create a drop cap.
- Create a shaded text box.
- Create "text inset" on boxed text.
- Change the color of text.
- Resize images in Photoshop, save as tiffs and use basic layer adjustments.
- Use Illustrator simple shape drawing tools; graph, bar and pie tools and live trace.