

Moon Area School District Curriculum Map

Courses: Print Journalism 2-3-4 (Newspaper) & Photojournalism 2-3-4 (Yearbook)

Grade Level: 10-12

Content Area: English

Frequency: Full-Year Course

These are elective courses in which students continue to learn in a workshop production setting, applying their knowledge and skills in the production of the Moon Area High School newspaper, *MoonBeams*, or yearbook, *The Flame*. Students will become broadly engaged in all aspects of scholastic newspaper or yearbook production, attaining the tools and feedback necessary to help create a publication about which they — and their school — can be proud.

A significant goal is for students to take an active role in creating and regularly improving all aspects of Moon Area High School's student scholastic journalism program. Alongside peers, each student's objective is to ensure that our publications are high-quality, interesting, accurate, timely, relevant, attractively designed, financially viable, and well-read. In short, students and their adviser endeavor to make their scholastic journalism publication a success.

In this product-driven course, students have several responsibilities including working as a writer, reporter, photographer, editor, designer, and sales representative for both the newspaper and yearbook. Although students will be required to demonstrate proficiency in all areas of scholastic journalism, they may specialize in one area more than others and serve as lead editors. Seniors are expected to assume leadership roles as they continue to learn and apply their print and photojournalism knowledge and skills at the highest levels of scholastic newspaper or yearbook production.

Big Ideas

1. Understanding what makes news and is worthy of coverage, and develop the ability to make ethically sound decisions when creating a school newspaper or yearbook
2. Creating effective news stories, feature stories and other types of writing while demonstrating the ability to follow AP Style and related conventions of journalism
3. Becoming a dynamic communicator with an enhanced ability to interview, analyze and share information with others in a variety of multimedia formats
4. Working cooperatively with other members of the newspaper or yearbook staff to create quality, professional publications
5. Being attuned to what is going on in the world, both locally and globally
6. Becoming knowledgeable of all aspects of scholastic journalism production

Essential Questions

1. Why are speaking and listening essential for productive communication?
2. What are best practices utilized by teams of scholastic journalists?
3. How do scholastic journalism publications best convey ideas, thoughts, and emotions?
4. Why are ethical considerations critically important to a scholastic journalist?
5. What role do scholastic publications serve within a school community?

Primary Resource(s) & Technology:

Yearbook Avenue, JEA Website Resources, Pennsylvania Scholastic Press Association Resources, Columbia Scholastic Press Resources, Quill & Scroll Resources
Microsoft Teams, Promethean Boards, Student Laptops/iPads, Digital SLR Cameras

Pennsylvania and/or focus standards referenced at:

www.pdesas.org
www.education.pa.gov

Big Ideas/EQs	Focus Standard(s)	Assessed Competencies (Key content and skills)	Timeline
<p>BI: 1, 2, 3, 4, 5, 6 EQ: 1, 2, 4</p>	<p>CC.1.2.11–12.G CC.1.2.11–12.H CC.1.2.11–12.I CC.1.2.11–12.J CC.1.4.11–12.A CC.1.4.11–12.B CC.1.4.11–12.C CC.1.4.11–12.D CC.1.4.11–12.E CC.1.4.11–12.F CC.1.4.11–12.G CC.1.4.11–12.H CC.1.4.11–12.I CC.1.4.11–12.J CC.1.4.11–12.K CC.1.4.11–12.L CC.1.4.11–12.U CC.1.4.11–12.V CC.1.4.11–12.W CC.1.4.11–12.X</p>	<p>Scholastic Journalism Foundations</p> <p>Provide students with the necessary knowledge and skill set to operate as ethical and effective student journalists and refine their skills with each new coverage assignment.</p> <ul style="list-style-type: none"> • Journalism jargon & ethics • AP Style & MAHS Style Guidelines • The importance of great quotes • Fact checking & Name spellings • Attribution and types of sources • Peer-editing that helps • Interviewing tips & techniques • Mock interview scenario • Effective headlining guidelines • Headline writing competition • Personality profiles • Lede-writing and adherence to the inverted pyramid article structure • Increasing readership/reader interest • Conducting quality interviews and obtaining valuable information from interview sources • Utilizing our computer software/interfaces (Adobe InDesign, Adobe Photoshop, Office365, etc.) to produce school publications • Working collaboratively to produce our publications and impact the overall quality of said publications • Accurate attribution/quotes and their impact on future interviews/publications 	<p>August-June</p>

Big Ideas/EQs	Focus Standard(s)	Assessed Competencies (Key content and skills)	Timeline
BI: 3, 4, 6 EQ: 1, 4, 5	CC.1.5.11–12.A CC.1.5.11–12.B CC.1.5.11–12.D CC.1.5.11–12.E CC.1.5.11–12.G CC.1.4.11–12.B CC.1.4.11–12.R	<p>Business & Marketing</p> <p>Provide students with the necessary knowledge and skill set to sell, create, and document publication-sustaining advertising to local and regional businesses and parents of senior students professionally and ethically.</p> <ul style="list-style-type: none"> • Advertising’s place and purpose • Sales tips and techniques • Advertising ethics • Advertising Procedures: Good planning and bookkeeping • Adobe Photoshop basics and beyond • Style sessions • Develop appealing graphic content to enhance the quality of our school newspaper and yearbook • Initiating business relationships with local and regional business owners • Maintaining professional relationships with local and regional business owners 	August – June
Big Ideas/EQs	Focus Standard(s)	Assessed Competencies (Key content and skills)	Timeline
BI: 2, 3, 4, 6 EQ: 2, 3, 4	CC.1.4.11–12.B CC.1.4.11–12.R	<p>Graphic Design</p> <p>Develop appealing graphic content to enhance the quality of our school newspaper and yearbook.</p> <ul style="list-style-type: none"> • Page design basics: Rules to live by • Yearbook Design Software tutorial • Text design: Art heads, down style, and more... • Adobe Photoshop basics and beyond • Style sessions • Infographics and story supplements • Utilizing our computer software/interfaces to produce visually appealing publications • Understanding typography (how/when to use certain types) 	August – June