Catasauqua Area School District
Planned Course of Study

Course Title: Communication Through Multimedia

Grade Level(s): 9, 10, 11, 12

Text: N/A

Course Description

Students will study the basics of multimedia production and distribution, with a focus on effective communication. This course is designed to be interactive, collaborative and hands-on. Students will learn about media literacy, AP style writing, writing in various media formats, researching and organizing information, conducting interviews, taking photographs and designing both digital and print media. Emphasis will be placed on but will not be limited to Photoshop and InDesign, programs of the Adobe Creative Cloud suite.

Essential Questions

-What is multimedia?
-How does one communicate effectively and responsibly?
-Who is the audience?
-What makes clear and effective writing?
-How does one best present findings?
-How can one design visually appealing, informative and ethical media in various formats?

Competencies

-Understand how task, purpose and audience influence how writers/speakers craft a message.
-Learn how writers and speakers employ language and utilize resources to effectively convey a message.
-Understand how audience and purpose influence the writer's choice of organizational pattern, language, and literacy technique.
-Critically, actively, and skillfully interpret, analyze, evaluate, and synthesize information.
-Utilize multiple sources of information to gain or expand knowledge during research.
-Explore available communication tools to communicate a story, message, information, etc.
-Apply rules of grammar and conventions of language to support clarity of communication between writers/speakers and readers/listeners.

Catasauqua Area School District
Course Title: **COMMUNICATION THROUGH MULTIMEDIA**
Grade Level: **9-12**

Course Syllabus

Course Content	Tentative Timeframe	Assessment Anchors	State Standards
Multimedia ● Definition ● Importance ● History	2 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1 L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	CC.1.5.11-12.A 15.3.12.S. 15.3.12.U.
News & Media Literacy ● Fake News ● Fact-Checking & research ● Navigating the web & social media	4 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1 L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	CC.1.4.11-12.V. CC.1.4.11-12.W. CC.1.5.11-12.A 15.3.12.E. 15.3.12.I. 15.3.12.T. 15.3.12.U. 15.3.12.V. 15.4.12.B. 15.6.12.L.
Basic Elements of InDesign ● Features ● Documents ● Text	6 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4	15.4.12.A. 15.4.12.G. 15.4.12.K.

Developing a Story, Reporting & Interviewing ● How to find a story ● Story mapping ● Building a beat ● Preparing questions for interviews ● Conducting interviews ● Interviewing ethics	4 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1 L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	CC.1.4.11-12.A CC.1.4.11-12.B CC.1.4.11-12.G CC.1.4.11-12.H CC.1.4.11-12.V. CC.1.5.11-12.A 15.3.12.I. 14.3.12.W. 14.6.12.L.
Elements of a Newspaper ● Sections of The Brown & White ● Articles, columns, reviews ● Banner ● Headlines ● Photos, attributions, & captions	3 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.5.3	15.4.12.A. 15.4.12.G. 15.4.12.K.
Basic Web Design ● Purpose ● Readability ● Consistency ● Clear design ● Mobile version	10 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.5.3	15.4.12.A. 15.4.12.G. 15.4.12.K.
News Articles ● Key facts ● Inverted pyramid & “lede” ● Quotes & source attribution	4 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1. L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	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.U CC.1.4.11-12.V CC.1.4.11-12.W CC.1.4.11-12.X 15.3.12.I. 14.3.12.L.
AP Style Writing, Editing & Headlines ● Basic AP Stylebook grammar & usage ● Basic copy editing marks ● Enticing & declarative headlines	5 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4	CC.1.4.11-12.E CC.1.4.11-12.K 15.3.12. 15.4.12.A.

Photography & Cutlines ● Rules of thirds ● Lighting & exposure ● Elements of AP Style captions ● Photojournalism	5 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4	15.4.12.A. 15.4.12.G. 15.4.12.K.
Basic Elements of Photoshop ● Features ● Brushes ● Selection tools ● Colors and painting ● Text	6 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4	15.4.12.A. 15.4.12.G. 15.4.12.K.
Polls & Surveys ● Uses of polls and surveys in publications ● Creating valid polls & surveys ● Analyzing results	2 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1. L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	CC.1.4.11-12.V CC.1.4.11-12.A CC.1.4.11-12.F 15.3.12.I. 15.4.12.A. 15.4.12.G. 15.4.12.K.
Graphics & Photos in Photoshop & InDesign ● Drawing and working with shapes ● Image resolution and sizes ● Fixing and editing images ● Creating tables ● Importing graphics and images	10 days		15.4.12.A. 15.4.12.G. 15.4.12.K.
Feature Writing & Sports Writing ● Theme ● Details ● Research ● Interviewing ● Sports beat ● Types of sports stories ● Objective sports reporting	8 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1. L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	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.U CC.1.4.11-12.V CC.1.4.11-12.W CC.1.4.11-12.X 15.3.12.I. 14.3.12.L.

Opinion & Review Writing ● Opinion vs. news writing ● Editorial, column, Letter to the Editor ● Writing styles of editorial, column & review	8 days	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1. L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	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 15.3.12.I. 14.3.12.L.
Social Media & Journalism ● Usefulness of social media platforms in journalism ● Elements of an effective Twitter post ● Social media etiquette	3 days	L.N.2.1.1. L.N.2.1.2 L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	15.3.12.S. 15.3.12.T. 15.3.12.U. 15.3.12.V. 15.4.12.A. 13.4.12.B.

Teaching Strategies Utilized

Guided Instruction
Inquiry-Based Learning
Cooperative Learning
Class Discussions
Project-Based Learning
Peer/Teacher Tutoring
Formative & Summative Assessments

Catasauqua Area School District
Course Title: COMMUNICATION THROUGH MULTIMEDIA

Grade Level: 9-12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: <u>Multimedia</u> ● List and compare types of multimedia ● Explain how multimedia has changed through history ● Discuss what role multimedia has in the world today	AW K	Class discussions Class/group work Teacher-designed assignments	Teacher observation Class discussions Graded activities and/or assignments	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1 L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	CC.1.5.11-12.A 15.3.12.S. 15.3.12.U.

Resources/Materials

Associated Press Stylebook
Dell Desktop Computers
IPad
Internet
SchoolJournalism.org Curriculum
Media Literacy Clearinghouse

Interdisciplinary Relationships

Business Information Technology- Learning how effective communication is established by professionals in the business world
Technology- Web-based applications and platforms, use of internet

Catasauqua Area School District
Course Title: COMMUNICATION THROUGH MULTIMEDIA

Grade Level: 9-12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: <u>News & Media Literacy</u> ● Read and analyze the news and media to determine its validity and accuracy ● Conduct research and fact-check in order to create quality and accurate products ● Demonstrate how to effectively and critically navigate the web and social media	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Teacher observation Class discussions Graded activities and/or assignments	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1 L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	CC.1.4.11-12.V. CC.1.4.11-12.W. CC.1.5.11-12.A 15.3.12.E. 15.3.12.I. 15.3.12.T. 15.3.12.U. 15.3.12.V. 15.4.12.B. 15.6.12.L.

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PBS Learning Media

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: <u>Basic Elements of InDesign</u> ● Identify features ● Create, open and save various types of documents like posters, letterhead, and newspapers ● Place text on designs in various styles, colors and sizes	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4	15.4.12.A. 15.4.12.G. 15.4.12.K.

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: Developing a Story, Reporting & Interviewing ● Identify ways to find a story ● Map out a story's path ● Illustrate how to build a beat ● Create effective questions for interviews ● Conduct interviews ● Demonstrate ethical interviewing	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1 L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	CC.1.4.11-12.A CC.1.4.11-12.B CC.1.4.11-12.G CC.1.4.11-12.H CC.1.4.11-12.V. CC.1.5.11-12.A 15.3.12.I. 14.3.12.W. 14.6.12.L.

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: Elements of a Newspaper ● List sections of The Brown & White ● Differentiate between articles, columns and reviews ● Write and design banners and headlines ● Organize and create photos, attributions and captions ● Design the basic layout of a newspaper using all elements	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.5.3	15.4.12.A. 15.4.12.G. 15.4.12.K.

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Grade Level: 9-12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: Basic Web Design ● Justify the purpose of a website for a publication ● Construct a website that is readable, consistent, and has a clear design ● Apply best web design practices to the mobile version of the website	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.5.3	15.4.12.A. 15.4.12.G. 15.4.12.K.

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: News Articles ● Identify the key facts of a news story — who, what, where, when, why and how — for a lede ● Apply inverted pyramid method to write a news story ● Explain the purpose of quotes & source attribution	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1. L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	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.U CC.1.4.11-12.V CC.1.4.11-12.W CC.1.4.11-12.X 15.3.12.I. 14.3.12.L.

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Grade Level: 9-12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: AP Style Writing, Editing & Headlines ● Recognize and apply basic rules of AP Style and common grammar errors ● Identify basic copy editing marks ● Write basic headlines that are enticing & declarative	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded tasks	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4	CC.1.4.11-12.E CC.1.4.11-12.K 15.3.12. 15.4.12.A.

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: Photography & Cutlines ● Understand the compositional concept of "the rule of thirds" to improve the visual appeal of an image ● Recognize the importance of natural light to improve photographs ● Understand the exposure triangle and the role aperture, ISO and shutter speed play in exposure ● Articulate and apply the elements of AP style captions ● Photojournalism	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4	15.4.12.A. 15.4.12.G. 15.4.12.K.

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The student will be able to: Basic Elements of Photoshop ● Understand the basic features of Photoshop ● Demonstrate proper use of brush and selection Tools ● Effectively use colors and paint tools ● Design and place text on a Photoshop file	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4	15.4.12.A. 15.4.12.G. 15.4.12.K.

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: Polls & Surveys ● Describe the advantages of polls and surveys in publications ● Create valid polls and surveys using Google Forms ● Analyze results and responses	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded tasks	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1 L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	CC.1.4.11-12.V CC.1.4.11-12.A CC.1.4.11-12.F 15.3.12.I. 15.4.12.A. 15.4.12.G. 15.4.12.K.

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to:					
Graphics & Photos in Photoshop & InDesign ● Construct basic drawings and shapes in Photoshop and InDesign ● Identify and demonstrate best practices in regards to image resolution and sizes ● Revise and improve images using Photoshop ● Create tables ● Create, edit and place graphics and image files in Photoshop and InDesign	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project		15.4.12.A. 15.4.12.G. 15.4.12.K.

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: Feature Writing & Sports Writing ● Identify the theme in feature writing ● Express the importance of detail in feature writing ● Conduct research ● Conduct interviews ● Compose a feature story ● Identify different types of stories, such as game stories, preview stories and sports features ● Express the importance of objective sports reporting	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1. L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	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.U CC.1.4.11-12.V CC.1.4.11-12.W CC.1.4.11-12.X 15.3.12.I. 14.3.12.L.

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Grade Level: 9-12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: Opinion & Review Writing ● Compare and contrast opinion and news writing ● Describe the differentiating elements of editorials, columns and Letters to the Editor ● Identify the writing styles of and create editorials, columns and reviews	AW K AP M R	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded project	L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.1.1. L.N.2.1.2 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	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 15.3.12.I. 14.3.12.L.

Resources/Materials

Associated Press Stylebook
Adobe Creative Cloud Suite
Dell Desktop Computers
IPad
Internet
SchoolJournalism.org Curriculum
Media Literacy Clearinghouse
New York Times Writing Curriculum

Interdisciplinary Relationships

Business Information Technology- Learning how effective communication is established by professionals in the business world
Technology- Adobe Creative Cloud Suite, Web-based applications and platforms, use of internet

Catasauqua Area School District
Course Title: COMMUNICATION THROUGH MULTIMEDIA
Grade Level: 9-12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	Assess. Anchor	PA Stand.
The student will be able to: Social Media & Journalism ● Describe social media platforms and explain their benefits in journalism ● Recall the elements of an effective Twitter post and construct an original Twitter post ● Identify and use proper social media etiquette for a publication	AW K AP	Class discussions Class/group work Teacher-designed assignments	Class discussions Class/group work Graded tasks	L.N.2.1.1. L.N.2.1.2 L.N.1.1.1 L.N.1.1.2 L.N.1.1.3 L.N.1.1.4 L.N.2.5.1 L.N.2.5.2 L.N.2.5.3 L.N.2.5.4 L.N.2.5.5 L.N.2.5.6	15.3.12.S. 15.3.12.T. 15.3.12.U. 15.3.12.V. 15.4.12.A. 13.4.12.B.

Resources/Materials

Associated Press Stylebook
Dell Desktop Computers
IPad
Internet
SchoolJournalism.org Curriculum
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Interdisciplinary Relationships

Business Information Technology- Learning how effective communication is established by professionals in the business world
Technology- Adobe Creative Cloud Suite, Web-based applications and platforms, use of internet