



JC Schools Yearbook Productions Yearly Standards

Overarching Standards

11-12.SL.1.A

Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.

11-12.W.1.A

Conduct research to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; gather multiple relevant, credible sources, print and digital; integrate information using a standard citation system.

Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.

11-12.W.2.A

Follow a writing process to produce clear and coherent writing in which the development, organization, style, and voice are appropriate to the task, purpose, and audience; self-select and blend (when appropriate) previously learned narrative, expository, and argumentative writing techniques.

11-12.W.3.A.a-e

Review, revise, and edit writing with consideration for the task, purpose, and audience.

- a. Organization and content: Introduce the topic, maintain a clear focus throughout the text, and provide a conclusion that follows from the text. Achieve the writer's purpose and enhance the reader's understanding of and experience with the text by making choices regarding organization and content.
- b. Word choice, syntax, and style: Choose precise language and make syntactical choices to reflect an understanding of how language functions in different contexts and enhance the reader's understanding of the text.
- c. Conventions of standard English and usage: Demonstrate a command of the conventions of standard English grammar and usage, including spelling and punctuation.
- d. Use a variety of appropriate transitions to clarify relationships, connect ideas and claims, and signal time shifts.

- e. Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

10-12.JRN.2.4

Apply the legal boundaries and concepts affecting journalism to scholastic journalism.

10-12.JRN.6.1

Analyze and use elements and principles of graphic design to develop visual presentations that reinforce and enhance written messages with special attention to typography and layout.

10-12.JRN.6.4

Use photography, art, or graphic art to accompany copy, enhance readability, and appeal to a variety of audiences.

NOTE: Many units will overlap and/or be taught concurrently as various skills must be used throughout the year as production work continues.

Units	Priority Standards	Supporting Standards
Unit 1 Introduction to Yearbook 4 Days	11-12 RI.1.B Determine the meaning of words and phrases as they are used in text, including figurative, connotative, and content-specific meanings using context, affixes, or reference materials.	11-12.SL.1.B Delineate a speaker's argument and claims evaluating the speaker's point of view, reasoning, stance, and evidence in order to propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives. 11-12.SL.1.C Respond thoughtfully to diverse perspective including those presented in diverse media; synthesize claims made on all sides of an issue, and, when warranted, qualify or justify their own views and understanding and make new connections in light of the evidence and reasoning presented.
Unit 2	11-12.SL.2.A	11-12.SL.2.B

<p>Marketing, Advertising, Promotions, & Sales</p> <p>3 Days</p>	<p>Speak audibly and to the point, using conventions of language as appropriate to task, purpose, and audience when presenting including fluent and clear articulation, strategically varying volume, pitch, and pace to consistently engage listeners.</p> <p>9-12.MC.1.PR.01 Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</p>	<p>Make consistent eye contact with a range of listeners when speaking, using a range of gestures or movement to emphasize aspects of speech while avoiding body language or mannerisms that might be distracting to the audience.</p> <p>11-12.SL.2.C Plan and deliver appropriate presentations based on the task, audience, and purpose making strategic use of multimedia in presentations to enhance understanding of findings, reasoning, and evidence and to add interest conveying a clear and distinct perspective.</p>
<p>Unit 3</p> <p>Intro to Journalism</p> <p>5 Days</p>	<p>10-12.JRN.2.5 Identify essential ethical principles supporting the integrity of journalists in their work or signalling misuse of ethics in their work.</p>	<p>10-12.JRN.2.1 Compare and contrast the rights, the responsibilities, and the role played by a free, independent press in a democratic society to maintain accuracy, balance, fairness, objectivity, and truthfulness.</p> <p>10-12.JRN.2.6 Analyze and apply ethical guidelines or codes of ethics and explain how or why they are an integral part of standards from professional organizations, such as: American Society of Newspaper Editors, The Poynter Institute for Media Studies, or Society of Professional Journalists.</p>
<p>Unit 4</p> <p>Research, Reporting, & Interviewing</p> <p>6 Days</p>	<p>10-12.BM.LO.08 Write questions for and conduct interviews when developing news stories.</p> <p>10-12.JRN.4.3 Ask clear interview questions to guide a balanced and unbiased information-gathering process that includes:</p> <ul style="list-style-type: none"> • Researching background information • Formulating questions that elicit valuable information 	<p>11-12.SL.1.C Respond thoughtfully to diverse perspective including those presented in diverse media; synthesize claims made on all sides of an issue, and, when warranted, qualify or justify their own views and understanding and make new connections in light of the evidence and reasoning presented.</p> <p>11-12.SL.2.B Make consistent eye contact with a range of listeners when speaking, using a range of gestures or movement</p>

	<ul style="list-style-type: none"> • Observing and recording details during the interview • Effectively concluding the interview • Double-checking information before writing the story • Keeping detailed notes or interview records on file 	to emphasize aspects of speech while avoiding body language or mannerisms that might be distracting to the audience.
Unit 5 Photojournalism 7 Days	9-12.DP.D.1 Use digital camera to acquire appropriate resolution images (e.g. portrait, landscape, moving objects).	10-12.JRN.6.3 Design and format features for a variety of publications or media using related terminology that includes: signature, dummymyng, ladder, font, and graphics.
Unit 6 Journalistic Writing/ Copywriting 4 Days	10-12.JRN.4.5 Demonstrate knowledge of the structure of journalistic writing (feature stories and columns, news stories, op-ed pieces, commentaries) for a variety of print, broadcast, and Internet media that includes: inverted pyramid, narrative storytelling pattern, combinations of the inverted pyramid and narrative storytelling pattern. 10-12.JRN.4.6 Select and use an appropriate journalistic style for writing to inform, entertain, persuade, and transmit cultural context and climate that includes: short, focused sentences and paragraphs, varied word usage and descriptive vocabulary, active voice verbs, specific word choice to avoid jargon and vague language. 10-12.JRN.4.7 Use language effectively to establish a specific tone.	
Unit 7 Editing & Revising 3 Days	10-12.JRN 4.8 Evaluate and revise the content of copy for meaning, clarity, and purpose. 10-12.JRN.4.9	11-12.RI.2.A Evaluate how an author's choices to structure specific parts of a text contribute to a text's overall meaning and its aesthetic impact. 11-12.RI.2.C

	<p>Revise and edit copy to improve sentence variety and style and to enhance subtlety of meaning and tone in ways that are consistent with purpose, audience, and journalistic form.</p> <p>10-12.JRN.4.10 Revise and edit copy to ensure effective, grammatically correct communication using appropriate proofreading or copy editing symbols.</p>	<p>Evaluate how the author's word choice and use of syntax contribute to a text's overall meaning and tone.</p> <p>11-12.RI.2.D Evaluate an author's argument and reasoning for effectiveness, validity, logic, credibility, and relevance of the evidence.</p>
<p>Unit 8</p> <p>Design & Layout/Page Production, & Proofreading</p> <p>8 Days</p>	<p>10-12.YB.LO.01 Create a layout that uses elements of visual design to achieve an intended/specified overall effect.</p> <p>10-12.YB.LO.02 Use desktop and online publishing technology to create yearbook pages.</p>	<p>10-12.JRN.6.3 Design and format features for a variety of publications or media using related terminology that includes: signature, dummies, ladder, font, and graphics.</p> <p>10-12.JRN.6.5 Create original graphics that accompany copy, enhance readability, and appeal to a variety of audiences.</p>
<p>Unit 9</p> <p>Ongoing Publication Planning & Production</p> <p>28 Weeks</p>	<p>10-12.JRN.4.3 Ask clear interview questions to guide a balanced and unbiased information-gathering process that includes:</p> <ul style="list-style-type: none"> • Researching background information • Formulating questions that elicit valuable information • Observing and recording details during the interview • Effectively concluding the interview • Double-checking information before writing the story • Keeping detailed notes or interview records on file <p>10-12.JRN.4.5 Demonstrate knowledge of the structure of journalistic writing (feature stories and columns, news stories, op-ed pieces, commentaries) for a variety of print, broadcast, and Internet media that includes: inverted pyramid, narrative storytelling pattern, combinations of the inverted pyramid and narrative storytelling pattern.</p> <p>10-12.JRN.4.6</p>	

	<p>Select and use an appropriate journalistic style for writing to inform, entertain, persuade, and transmit cultural context and climate that includes: short, focused sentences and paragraphs, varied word usage and descriptive vocabulary, active voice verbs, specific word choice to avoid jargon and vague language.</p> <p>10-12.JRN.4.9 Revise and edit copy to improve sentence variety and style and to enhance subtlety of meaning and tone in ways that are consistent with purpose, audience, and journalistic form.</p> <p>10-12.JRN.4.10 Revise and edit copy to ensure effective, grammatically correct communication using appropriate proofreading or copy editing symbols.</p> <p>9-12.DP.D.1 Use digital camera to acquire appropriate resolution images (e.g. portrait, landscape, moving objects).</p> <p>10-12.YB.LO.01 Create a layout that uses elements of visual design to achieve an intended/specified overall effect.</p> <p>10-12.YB.LO.02 Use desktop and online publishing technology to create yearbook pages.</p>	
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