Everett SD Framework: Publications (Yearbook)

Course: Publishing	**Total Framework Hours:** 180 Hours
CIP Code: 091001	**Type:** Exploratory or Preparatory
Career Cluster: Arts, Audio/Video Technology & Communications	**Date Last Modified:** Friday, December 02, 2011

Resources and Standard used in Framework Development:

The national standards used in business and marketing frameworks are from NBEA (the National Business Education Association), MarkED Career Paths, and NWCET (National Workforce Center for Emerging Technologies).

Unit 1 INTERVIEW METHODS	Hours: 40

Performance Assessment(s):

Yearbook Interview Assessment Rubric (Bill Truiet)
(Four point rubric scale based on the components of question development, interview scheduling, interview content based on journalistic style)

Leadership Alignment:

Interviews comprise part of larger career portfolio.
Moodle reading reviews
Use of guidelines for developing interview techniques
Attend Washington Journalism Education Association conference

Standards and Competencies

Ethical and Legal Issues
  - Communicate in a clear; complete; concise; correct, and courteous manner on personal & professional levels
  - Address the ethical issues regarding ownership and use of digitally generated information including plagiarism and copyright issues
  - Follow policies for managing ethical and legal issues in organizations and in a technology-based society
  - Discuss copyright rules and regulations
  - Explain plagiarism and its consequences
Human Relations and Interpersonal Skills
  - Apply basic social communication skills in both personal and professional settings
  - Use courtesy and tact when communicating with others
  - Use basic etiquette and manners in social and business situations
  - Initiate conversations with people outside one's inner circle
  - Apply team skills in a business environment
  - Respect the rights and feelings of others
  - Demonstrate respect for authority
  - Work cooperatively with peers and authority figures
  - Practice tact and courtesy in relationships with peers and authority figures
Project Planning and Organization
  - Analyze audience
  - Assess written communication needs
  - Ensure ethics and legal restrictions are followed
Written Communication
  - Communicate in a clear; complete; concise; correct, and courteous manner on personal & professional levels

- Discuss the importance of correct spelling, grammar, word and number usage, punctuation, and formatting
- Edit and revise written work
- Use acceptable standards for grammar, punctuation, and word and number usage
- Proofread documents to ensure correct grammar, spelling, and punctuation
- Compose appropriate messages for specific audiences

Aligned to Washington State Standards

Arts

Communications

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

2.1.1 Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies.

2.2.1 Uses communication skills that demonstrate respect.

Communication 3.2: Uses media and other resources to support presentations.

3.3.1 Applies skills and strategies for the delivery of effective oral communication and presentations.

Health and Fitness

Mathematics

Reading

Science

Social Studies

Writing

Writing 1.1: Pre-writes to generate ideas and plan writing.

Writing 1.3: Revises to improve text.

Writing 1.4: Edits text.

Writing 1.5: Publishes text to share with audience.

Writing 1.6: Adjusts writing process as necessary.

1.6.2 Uses collaborative skills to adapt writing process.

1.6.3 Uses knowledge of time constraints to adjust writing process.

Writing 2.4: Writes for career applications.

2.4.1 Produces documents used in a career setting.

Writing 3.1: Develops ideas and organizes writing.

3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples.

3.1.2 Analyzes and selects effective organizational structure.

Writing 3.3: Knows and applies writing conventions appropriate for the grade level.

3.3.2 Spells accurately in final draft.

3.3.3 Applies capitalization rules.

3.3.4 Applies punctuation rules.

3.3.5 Applies usage rules.

3.3.6 Uses complete sentences in writing.

Writing 4.1: Analyzes and evaluates others' and own writing.

Writing 4.2: Sets goals for improvement.

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation
- ☑ Think Creatively
- ☑ Work Creatively with Others
- ☐ Implement Innovations

Creative Thinking and Problem Solving
- ☐ Reason Effectively
- ☐ Use Systems Thinking
- ☐ Make Judgements and Decisions
- ☑ Solve Problems

Communication and Collaboratio
- ☑ Communicate Clearly
- ☑ Collaborate with Others

INFORMATION, MEDIA AND TECHNOLOGY SKILLS

Information Literacy
- ☐ Access and Evaluate Information
- ☑ Use and Manage Information

Media Literacy
- ☑ Analyze Media
- ☐ Create Media Products

Information, Communications, and Technology (ICT Literacy)
- ☐ Apply Technology Effectively

LIFE AND CAREER SKILLS

Flexibility and Adaptability
- ☑ Adapt to Change
- ☑ Be Flexible

Initiative and Self-Direction
- ☑ Mange Goals and Time
- ☑ Work Independently
- ☐ Be Self-Directed Learners

Social and Cross-Cultural
- ☑ Interact Effectively with Other
- ☑ Work Effectively in Diverse Teams

Productivity and Accountability
- ☐ Manage Projects
- ☐ Produce Results

Leadership and Responsibility
- ☐ Guide and Lead Others
- ☑ Be Responsible to Others

Unit 2 JOURNALISTIC WRITING	Hours: 30

Performance Assessment(s):

Feature Story Assessment Rubric based on use of lead, completeness of story, writing and journalistic conventions, appropriateness of sources.

Leadership Alignment:

Feature writing comprises part of larger career portfolio.
Students are encouraged to compete in national writing competitions.

Standards and Competencies

Ethical and Legal Issues
  - Communicate in a clear; complete; concise; correct, and courteous manner on personal & professional levels
  - Address the ethical issues regarding ownership and use of digitally generated information including plagiarism and copyright issues
  - Follow policies for managing ethical and legal issues in organizations and in a technology-based society
  - Discuss copyright rules and regulations
  - Explain plagiarism and its consequences
Human Relations and Interpersonal Skills
  - Apply basic social communication skills in both personal and professional settings
  - Use courtesy and tact when communicating with others
  - Use basic etiquette and manners in social and business situations
  - Initiate conversations with people outside one's inner circle
  - Apply team skills in a business environment
  - Respect the rights and feelings of others
  - Demonstrate respect for authority
  - Work cooperatively with peers and authority figures
  - Practice tact and courtesy in relationships with peers and authority figures
Written Communication
  - Communicate in a clear; complete; concise; correct, and courteous manner on personal & professional levels
  - Discuss the importance of correct spelling, grammar, word and number usage, punctuation, and formatting
  - Edit and revise written work
  - Use acceptable standards for grammar, punctuation, and word and number usage
  - Document properly both print and digital sources to avoid plagiarism
  - Proofread documents to ensure correct grammar, spelling, and punctuation
  - Identify factors affecting the readability of text
  - Apply a variety of specific proofreading techniques to identify and correct errors
  - Compare drafts to final documents and make editorial changes
  - Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous
  - Compose appropriate messages for specific audiences
  - Edit business documents to improve content and effectiveness

Aligned to Washington State Standards

Arts

Communications

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information.

1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.

Communication 2.1: Uses language to interact effectively and responsibly in a multicultural context.

2.1.1 Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies.

Communication 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks.

2.2.1 Uses communication skills that demonstrate respect.

2.2.2 Applies skills and strategies to contribute responsibly in a group setting.

Communication 2.3: Uses skills and strategies to communicate interculturally.

2.3.1 Analyzes the influence of cultural principles, beliefs, and world views on intercultural communication.

Communication 3.1: Uses knowledge of topic/theme, audience, and purpose to plan presentations.

Communication 4.1: Assesses effectiveness of one's own and others' communication.

4.1.1 Analyzes and evaluates strengths and weaknesses of one's own communication using own or established criteria.

4.1.2 Analyzes and evaluates strengths and weaknesses of others' formal and informal communication using own or established criteria.

Health and Fitness

Mathematics

Reading

Reading 2.2 Understand and apply knowledge of text components to comprehend text.

2.2.2 Apply understanding of complex organizational features of printed text and electronic sources.

2.2.4 Apply understanding of text organizational structures.

Reading 3.1 Read to learn new information.

3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.

Science

Social Studies

Writing

Writing 1.1: Pre-writes to generate ideas and plan writing.

1.1.1 Analyzes and selects effective strategies for generating ideas and planning writing.

Writing 1.2: Produces draft(s).

1.2.1 Analyzes task and composes multiple drafts when appropriate.

Writing 1.3: Revises to improve text.

1.3.1 Revises text, including changing words, sentences, paragraphs, and ideas.

Writing 1.4: Edits text.

1.4.1 Edits for conventions (see 3.3).

Writing 1.5: Publishes text to share with audience.

1.5.1 Publishes in formats that are appropriate for specific audiences and purposes.

Writing 1.6: Adjusts writing process as necessary.

1.6.1 Applies understanding of the recursive nature of writing process.

1.6.2 Uses collaborative skills to adapt writing process.

1.6.3 Uses knowledge of time constraints to adjust writing process.

Writing 2.1: Adapts writing for a variety of audiences.

2.1.1 Applies understanding of multiple and varied audiences to write effectively.

Writing 2.2: Writes for different purposes.

2.2.1 Demonstrates understanding of different purposes for writing.

Writing 2.4: Writes for career applications.

2.4.1 Produces documents used in a career setting.

Writing 3.1: Develops ideas and organizes writing.

3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples.

3.1.2 Analyzes and selects effective organizational structure.

Writing 3.2: Uses appropriate style.

3.2.2 Analyzes and selects language appropriate for specific audiences and purposes.

3.2.3 Uses a variety of sentences consistent with audience, purpose, and form.

Writing 3.3: Knows and applies writing conventions appropriate for the grade level.

3.3.2 Spells accurately in final draft.

3.3.3 Applies capitalization rules.

3.3.4 Applies punctuation rules.

3.3.5 Applies usage rules.

3.3.6 Uses complete sentences in writing.

Writing 4.1: Analyzes and evaluates others' and own writing.

4.1.1 Analyzes and evaluates writing using established criteria.

4.1.2 Analyzes and evaluates own writing using established criteria.

Writing 4.2: Sets goals for improvement.

4.2.1 Evaluates and adjusts writing goals using criteria.

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation
- ☑ Think Creatively
- ☐ Work Creatively with Others
- ☐ Implement Innovations

Creative Thinking and Problem Solving
- ☐ Reason Effectively
- ☐ Use Systems Thinking
- ☑ Make Judgements and Decisions
- ☐ Solve Problems

Communication and Collaboratio
- ☑ Communicate Clearly
- ☑ Collaborate with Others

INFORMATION, MEDIA AND TECHNOLOGY SKILLS

Information Literacy
- ☑ Access and Evaluate Information
- ☑ Use and Manage Information

Media Literacy
- ☐ Analyze Media
- ☑ Create Media Products

Information, Communications, and Technology (ICT Literacy)
- ☑ Apply Technology Effectively

LIFE AND CAREER SKILLS

Flexibility and Adaptability
- ☑ Adapt to Change
- ☑ Be Flexible

Initiative and Self-Direction
- ☑ Mange Goals and Time
- ☑ Work Independently
- ☑ Be Self-Directed Learners

Social and Cross-Cultural
- ☑ Interact Effectively with Other
- ☑ Work Effectively in Diverse Teams

Productivity and Accountability
- ☑ Manage Projects
- ☑ Produce Results

Leadership and Responsibility
- ☐ Guide and Lead Others
- ☑ Be Responsible to Others

Unit 3 PHOTO JOURNALISM	Hours: 40

Performance Assessment(s):

Assessment Rubric of Digital Photography including basic photo terms and concepts, camera controls and features, camera shooting techniques, photographer and camera safety practices appropriate to journalistic photography.

Leadership Alignment:

Students maintain a portfolio of best photographic work as part of comprehensive career portfolio.
Guest speakers talk to students about professional work, training, and steps to job success in photography.

Standards and Competencies

Ethical and Legal Issues
  - Address the ethical issues regarding ownership and use of digitally generated information including plagiarism and copyright issues
  - Follow policies for managing ethical and legal issues in organizations and in a technology-based society
  - Discuss copyright rules and regulations
  - Explain plagiarism and its consequences
Graphic Elements and Communication
  - Use graphics to enhance the effectiveness of communication
  - Select quality images
  - Define proper use of photos and photo techniques
  - Explore image manipulation through software applications
  - Demonstrates working knowledge of graphic jargon
Hardware Components and Use
  - Identify hardware devices appropriate for specific tasks
  - Explain the purpose, operation, and care of hardware components

Aligned to Washington State Standards

Arts

Arts 1.0   The student understands and applies arts knowledge and skills.
1.1 Understands and applies arts concepts and vocabulary.
1.2 Develops arts skills and techniques.
1.4 Understands and applies audience conventions in a variety of arts settings and performances.
Arts 2.0 The student demonstrates thinking skills using artistic processes.
  - Identifies audience and purpose.
  - Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work.
  - Reflects for the purpose of self-evaluation and improvement of the creative work.
  - Refines work based on feedback, self-reflection, and aesthetic criteria.
  - Presents work to others in a performance, exhibition, and/or production.
  - Rehearses, adjusts, and refines through evaluation, reflection and problem solving.
Arts 3.0 The student communicates through the arts.
3.2 Uses the arts to communicate for a specific purpose.
Arts 4.0   The student makes connections within and across the arts to other disciplines, life, cultures and work.
4.4. Understands how the arts influence and reflect culture/civilization, place and time.
4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.

Communications
Health and Fitness
Mathematics
Reading
Science
Social Studies
Writing

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation
- ☑ Think Creatively
- ☑ Work Creatively with Others
- ☑ Implement Innovations

Creative Thinking and Problem Solving
- ☑ Reason Effectively
- ☐ Use Systems Thinking
- ☑ Make Judgements and Decisions
- ☑ Solve Problems

Communication and Collaboratio
- ☑ Communicate Clearly
- ☑ Collaborate with Others

INFORMATION, MEDIA AND TECHNOLOGY SKILLS

Information Literacy
- ☐ Access and Evaluate Information
- ☐ Use and Manage Information

Media Literacy
- ☑ Analyze Media
- ☑ Create Media Products

Information, Communications, and Technology (ICT Literacy)
- ☑ Apply Technology Effectively

LIFE AND CAREER SKILLS

Flexibility and Adaptability
- ☐ Adapt to Change
- ☑ Be Flexible

Initiative and Self-Direction
- ☑ Mange Goals and Time
- ☑ Work Independently
- ☑ Be Self-Directed Learners

Social and Cross-Cultural
- ☑ Interact Effectively with Other
- ☑ Work Effectively in Diverse Teams

Productivity and Accountability
- ☑ Manage Projects
- ☑ Produce Results

Leadership and Responsibility
- ☐ Guide and Lead Others
- ☑ Be Responsible to Others

Unit 4 DIGITAL IMAGE PROCESSING	Hours: 40

Performance Assessment(s):

Assessment rubrics based on file organization, global photo adjustments, local photo adjustments, use of masking and selection tools, use of special effects and brushes.

Leadership Alignment:

Edited images are part of larger career portfolio.
Community Service project--Octoberfest, Food Drive, Winterpaloosa
Encourage students to submit to local, regional, state and national photography competitions.

Standards and Competencies

Graphic Elements and Communication
  - Select quality images
  - Define proper use of photos and photo techniques
  - Place appropriate graphics in appropriate locations
  - Explore image manipulation through software applications
  - Demonstrates working knowledge of graphic jargon
Introduction to Software Elements
  - Use technology to enhance the effectiveness of communication
  - Enhance documents through the use of advanced layout, design, and graphics production software and scanning hardware
Project Planning and Organization
  - Choose correct publication type(s)
  - Organize graphic elements
  - Create documents using appropriate aesthetics
  - Ensure ethics and legal restrictions are followed

Aligned to Washington State Standards

Arts

Arts 1.0   The student understands and applies arts knowledge and skills.
1.1 Understands and applies arts concepts and vocabulary.
1.2 Develops arts skills and techniques.
Arts 2.0 The student demonstrates thinking skills using artistic processes.
2.1. Applies a creative process in the arts (dance, music, theatre and visual arts):
  - Identifies audience and purpose.
  - Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work.
  - Reflects for the purpose of self-evaluation and improvement of the creative work.
  - Refines work based on feedback, self-reflection, and aesthetic criteria.
  - Develops art works and/or performances using a creative process working towards independence with teacher mentoring.
2.2 Applies a performance process in the arts (dance, music, theatre and visual arts):
  - Identifies audience and purpose of the work and/or performance.
  - Selects artistic resources, materials and/or repertoire to create, perform and present.
  - Rehearses, adjusts, and refines through evaluation, reflection and problem solving.
Arts 3.0 The student communicates through the arts.
3.2   Uses the arts to communicate for a specific purpose.
Arts 4.0   The student makes connections within and across the arts to other disciplines, life, cultures and work.

4.2. Demonstrates and analyzes the connections between the arts and other content areas.

4.3. Understands how the arts impact and reflect lifelong choices.

4.4. Understands how the arts influence and reflect culture/civilization, place and time.

4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.

Communications

Health and Fitness

Mathematics

Reading

Science

Social Studies

Writing

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation
- ☑ Think Creatively
- ☐ Work Creatively with Others
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Creative Thinking and Problem Solving
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- ☐ Communicate Clearly
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LIFE AND CAREER SKILLS

Flexibility and Adaptability
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- ☑ Be Flexible

Initiative and Self-Direction
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- ☑ Be Self-Directed Learners

Social and Cross-Cultural
- ☐ Interact Effectively with Other
- ☐ Work Effectively in Diverse Teams

Productivity and Accountability
- ☑ Manage Projects
- ☑ Produce Results

Leadership and Responsibility
- ☐ Guide and Lead Others
- ☑ Be Responsible to Others

Unit 5 PAGE LAYOUT AND DESIGN	Hours: 30

Performance Assessment(s):

Assessment rubric evaluating use of page design conventions, project planning, integration of theme and content, unity of design, effective use of layout software.

Leadership Alignment:

Completed page layouts are part of larger career portfolio.
Students create custom senior ads using commercial templates.
Students are encouraged to participate individually in art competitions in computer design.
The yearbook club, as a whole, submits publication to national student press organizations.

Standards and Competencies

Aesthetics of Layout
  - Apply basic elements and principals of layout
  - Effectively use color, form, line, shape, space, texture, and value
  - Effectively use principles of balance, contrast, emphasis/dominance, harmony, movement/rhythm, proportion, repetition/pattern, unity, variety
Graphic Elements and Communication
  - Use graphics to enhance the effectiveness of communication
  - Select quality images
  - Define proper use of photos and photo techniques
  - Place appropriate graphics in appropriate locations
  - Explore image manipulation through software applications
  - Demonstrates working knowledge of graphic jargon
Hardware Components and Use
  - Identify hardware devices appropriate for specific tasks
Introduction to Software Elements
  - Use technology to enhance the effectiveness of communication
  - Refine documents using spell check and grammar check tools
  - Enhance documents through the use of advanced layout, design, and graphics production software and scanning hardware
Project Planning and Organization
  - Synthesize organization techniques for project planning
  - Analyze audience
  - Choose correct publication type(s)
  - Organize graphic elements
  - Create documents using appropriate aesthetics
  - Assess written communication needs
  - Integrate hardware and software components necessary for production
  - Ensure ethics and legal restrictions are followed
Publication Types
  - Define various types of publications (e.g. book, newspaper, yearbook, magazine, business publications, billboards)
  - Discuss importance of target audience when choosing publication type

Aligned to Washington State Standards

Arts

Arts 1.0   The student understands and applies arts knowledge and skills.

1.1 Understands and applies arts concepts and vocabulary.

1.2 Develops arts skills and techniques.

1.3 Understands and applies arts genres and styles from various artists, cultures, and times.

1.4 Understands and applies audience conventions in a variety of arts settings and performances.

Arts 2.0 The student demonstrates thinking skills using artistic processes.

  - Identifies audience and purpose.

  - Explores, gathers, and interprets information from diverse sources.

  - Uses ideas, foundations, skills and techniques to develop dance, music, theatre and visual art.

  - Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work.

  - Reflects for the purpose of self-evaluation and improvement of the creative work.

  - Develops art works and/or performances using a creative process working towards independence with teacher mentoring.

2.2 Applies a performance process in the arts (dance, music, theatre and visual arts):

  - Identifies audience and purpose of the work and/or performance.

  - Selects artistic resources, materials and/or repertoire to create, perform and present.

  - Analyzes the structure, context and/or aesthetics of the work.

  - Rehearses, adjusts, and refines through evaluation, reflection and problem solving.

  - Presents, exhibits, and produces work and/or performance for others.

Arts 3.0 The student communicates through the arts.

3.1 Uses the arts to express and present ideas and feelings.

3.2 Uses the arts to communicate for a specific purpose.

3.3. Develops personal aesthetic criteria to communicate artistic choices.

Arts 4.0 The student makes connections within and across the arts to other disciplines, life, cultures and work.

4.2. Demonstrates and analyzes the connections between the arts and other content areas.

4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.

Communications

Health and Fitness

Mathematics

Reading

Science

Social Studies
Social Studies Skills 5.4: Creates a product that uses social studies content to support a thesis and presents the product in an appropriate manner to a meaningful audience.
5.4.2 (9-10) Creates strategies to avoid plagiarism and respects intellectual property when developing a paper or presentation.

Writing

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation
- ☑ Think Creatively
- ☑ Work Creatively with Others
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Creative Thinking and Problem Solving
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- ☐ Guide and Lead Others
- ☑ Be Responsible to Others