

# **Ronan School District #30**

## **Publications/Journalism Curriculum**

**Adoption  
January 2012**

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Curt Schutzmann, Ronan Middle School Assistant Principal  
Tom Stack, Ronan High School Principal  
Ryan Fisher, Ronan High School Assistant Principal  
Leslie Caye, Indian Education Coordinator  
Joan Graham, Special Education Coordinator  
Chris Isle, District Curriculum Coordinator

### **Narrative Description**

This yearlong course requires technological and artistic skills of its students. All students are required to be salespeople, photographers, computer technicians, editors, designers, writers, and reporters. Self-motivation is important as well as the ability to meet deadlines and put in extra hours outside of class time to complete assigned work. Students will receive hands-on experience in all areas of the publication process and will have the opportunity to have their work published in *The Travois*.

## Publications/Journalism

### Course Concepts and Generalizations

- Students will identify the rights and responsibilities provided by the First Amendment.
- Students will understand the importance of copyediting and proper grammar.
- Students will learn the basics of photography and will have a clear understanding of how to take a quality photograph.
- Students will learn how to conduct a thorough interview and will realize the necessity for conducting this type of interview.
- Students will analyze the journalism writing process and will write articles that follow this process.
- Students will understand the different elements used in layout design and will create designs that illustrate these elements.
- Students will become competent staff members who will play key roles in publishing *The Travois*.
- Students will develop an overall understanding of the variety of job positions offered in journalism.
- Students will be able to understand and experience the ways in which journalism enriches life.
- Students will be able to appreciate and understand journalism and its relationship to culture and human experience.
- Students will acquire journalism writing skills for the purpose of writing articles for *The Travois*.
- Students will acquire journalism layout design skills for the purpose of designing pages for *The Travois*.
- Students will engage in a writing process that includes prewriting, drafting, peer sharing, revising, editing, and publishing.

## Publications/Journalism

### **Areas of Study**

- Teamwork and Responsibility
- Advertising
- Finances/Campaign/Distribution
- Brainstorming (Content, Coverage, Concept, Production)
- Photography
- Interviewing/Reporting
- Writing
- Headlines/Typography
- Captions/Editing
- Layout Design/Graphics

## Publications/Journalism

### **Teamwork and Responsibility Individual Learner Objectives**

- Students will identify the rights and responsibilities (fairness, accuracy and good taste) provided by the First Amendment and free speech related court decisions.
- Students will recognize libel as a type of unprotected speech and how to avoid it.
- Students will recognize the restrictions that copyright and trademark protection may place on the publication of material belonging to others.
- Students will understand, practice and learn skills for applying ethical and legal considerations to planning, storytelling, and production.
- Students will define the role of the yearbook in the school environment.
- Students will identify the functions of a yearbook.
- Students will recognize the most effective ways to report the story of a school year.
- Students will recognize the importance of audience and readers' expectations.
- Students will understand, practice and learn skills for effective leadership at all levels of an organization.
- Students will recognize the value of self-knowledge, awareness and clear communication in effective leadership.
- Students will recognize the value of consistency, goal setting and feedback in effective leadership.
- Students will recognize the value of a positive, open-minded attitude in effective leadership.

## Publications/Journalism

### **Advertising Individual Learner Objectives**

- Students will understand, practice and learn skills for selling and designing advertising.
- Students will identify the strategies of an organized advertising campaign.
- Students will recognize the strategies of selling advertising.
- Students will identify content elements and design principles important in creating advertising that interests readers and satisfies advertisers.

## Publications/Journalism

### **Finances/Campaign/Distribution Individual Learner Objectives**

- Students will identify the key elements of a business plan.
- Students will understand, practice and learn skills for maintaining complete and accurate financial records.
- Students will identify the factors important in accurately estimating yearly expenses.
- Students will identify key factors in projecting yearly income.
- Students will understand, practice and learn skills for conducting a successful yearbook sales campaign.
- Students will identify marketing strategies for communicating the features and benefits of the yearbook product.
- Students will identify the key factors of an effective sales campaign, identifying and communicating with potential buyers and keeping complete and accurate records.
- Students will understand, practice and learn skills for distribution of the yearbook product.
- Students will recognize the key elements in a carefully planned distribution.
- Students will recognize factors important for creating the distribution event.
- Students will identify strategies for using distribution as an opportunity for recognizing the efforts of the yearbook staff.



## Publications/Journalism

### **Brainstorming (Content, Coverage, Concept, Production) Individual Learner Objectives**

- Students will understand, practice and learn skills for generating ideas.
- Students will recognize the value of collective brainstorming to develop a complete set of ideas for all aspects of the yearbook.
- Students will identify and apply the steps in the brainstorming process.
- Students will identify specific brainstorming techniques and strategies.
- Students will understand, practice and learn skills for developing content with verbal and visual elements.
- Students will identify a variety of effective verbal formats for developing content.
- Students will identify effective visual elements for developing content.
- Students will identify effective strategies for making decisions about content.
- Students will understand, practice and learn skills for planning and placing content in the yearbook.
- Students will identify the factors that determine effective coverage.
- Students will recognize traditional and unique section approaches to organizing activities, events and issues (student life, academics, clubs, sports and people).
- Students will recognize the organizational and management contribution of a systematic ladder diagram.
- Students will understand, practice and learn skills for preparing the yearbook for plant production.
- Students will recognize the ways that technology increases page creation and submission options.
- Students will recognize the procedures for submission of photos.
- Students will identify methods for effective and efficient proofing of pages and quick return to the printer.

## Publications/Journalism

### **Photography Individual Learner Objectives**

- Students will understand, practice and learn skills for planning, shooting and editing photographs.
- Students will identify planning and organizational strategies to guarantee complete coverage, strong content and organized production.
- Students will identify skills important in photo editing.
- Students will recognize the different types of camera equipment and film options.
- Students will recognize strategies for incorporating photographs into the yearbook for the strongest storytelling effect.
- Students will identify strategies used in photocomposition.
- Students will identify factors that contribute to the technical quality of photographs.

## Publications/Journalism

### **Interviewing/Reporting Individual Learner Objectives**

- Students will understand, practice and learn skills for reporting.
- Students will identify and master information gathering skills, recognizing the importance of first person observation, conducting research and interviewing sources as vital techniques.
- Students will identify options for researching background material and conducting original research for use as facts and figures in stories.
- Students will recognize the guidelines for preparing questions and for interviewing sources as well as using interview information in stories.

## Publications/Journalism

### **Writing Individual Learner Objectives**

- Students will understand, practice and learn skills for writing stories.
- Students will recognize the importance of notes in focusing and organizing a story.
- Students will identify the variety of writing approaches for putting information in a human context including the quote-transition story and quick read collections.
- Students will identify the traits of good writing essential in yearbook copy.

## Publications/Journalism

### **Headlines/Typography Individual Learner Objectives**

- Students will understand, practice and learn skills for writing headlines.
- Students will identify the function and format of primary, secondary and subordinate headlines that contribute to reporting a story.
- Students will recognize techniques for brainstorming and writing headlines.
- Students will recognize techniques for making headlines visually appealing.
- Students will recognize type as a design element related directly to content.
- Students will identify factors important for type readability and visual appeal.

## Publications/Journalism

### **Captions/Editing Individual Learner Objectives**

- Students will understand, practice and learn skills for writing captions for photographs.
- Students will recognize the importance of a caption in developing the story started by the photograph.
- Students will identify the content and structural approaches to caption writing.
- Students will identify strategies for writing and designing a caption and its lead-in.
- Students will understand, practice and learn skills for improving writing.
- Students will recognize the importance of accuracy in establishing credibility in the yearbook.
- Students will recognize the importance of editing for style and establishing consistency.

## Publications/Journalism

### **Design/Graphics Individual Learner Objectives**

- Students will understand, practice and learn basic skills for designing yearbook pages and spreads.
- Students will identify the strategies used to enhance readability: dominance, eye flow, contrast and hierarchy.
- Students will identify strategies for combining verbal and visual elements for more complete storytelling.
- Students will recognize the importance of the use of margin, gutter, column and grid guides for consistency and organization.
- Students will understand, practice and learn principles of content-focused design.
- Students will recognize the importance of dominance as an organizing element.
- Students will recognize the importance of planned white space in adding unity, movement and emphasis to a design.
- Students will recognize the value of a template as a plan for ensuring consistency.
- Students will understand, practice and learn skills for a modular design approach.
- Students will recognize the ways in which modular design expands coverage and design options.
- Students will identify the layers and strategies important in a modular design approach.
- Students will understand, practice and learn skills for using graphics to enhance readability of content.
- Students will recognize the graphic techniques that can effectively enhance readability.
- Students will identify strategies for using graphic design to organize content and direct readers through a yearbook page or spread.
- Students will identify tools and sources that impact graphic trends in yearbook design.

