

Grade Level / Course Summary with Big Ideas:

The photojournalism class is aligned with the PA English Language Arts standards and will focus on reading, writing, speaking, and technology. Students will learn about the morals and ethics of good journalism as well as how to conduct a professional and positive interview with staff, students, administration, and the community. Students will learn how to take action photos, portraits, and candid photos with a DSLR camera, and they will also learn how to download them to the desk-top publishing program, *Edesign*, we use with Herff Jones, our publishing company. Students will learn page design and how to maximize page space to create a story using both photos and words. They will be involved in a collaborative way designing, creating, and publishing the annual yearbook and supplement. Students will create and execute the theme and design of the yearbook throughout the course of the year. Students will be involved in digital storytelling activities and competitions as well as photography competitions through TSA.

Aside from learning how to create the yearbook, students will also learn marketing skills to market and sell the yearbook. They will contact businesses to sell advertisements and they will manage the sales online through a program called *Ebusiness*. Through *Ebusiness* students will be able to see who has purchased a yearbook and what students need to be encouraged through marketing strategies to buy a yearbook. Students will also be involved in the senior ad design night, giving them a chance to share their skills with parents face to face as parents and students collaborate and design the ads for their seniors. Students will also create and execute ways to keep the interest of the student body in the yearbook creation process such as creating notes to put on lockers sharing with students how many times they are in the yearbook to generate interest and increase sales. Students will also be involved with yearbook distribution to the school population. Essentially students will learn skills to manage a small non-profit business.

Additionally we will have guest speakers visit the class to talk about journalism, yearbook page design, and photography. Photojournalism will allow students to participate in a course that is truly 'hands-on' and maximizes authentic learning and 21st century skills including technology, collaboration, communication, creation, and evaluation.

Grade Level Modules (Units):

Suggested Timeline
of Weeks or # of Class Periods/Lessons

1. Morals/Ethics of Journalism	3-4 weeks and ongoing as needed
2. Photography	5-6 weeks and ongoing as needed
3. Digital Photography Competitions	3-4 weeks and ongoing as needed
4. Using Edesign to create the yearbook	All year long
5. Using Ebusiness to monitor sales	All year long
6. Marketing the yearbook	September to April
7. Senior Ad Night	1-2 Weeks preparation for that evening

Please note as students' skills and abilities increase during the year so will the level of instruction. The goal is to have students start the school year with learning the basics and then becoming more advanced as the school year continues, with the final product, the yearbook, showcasing their collective growth and achievement in the areas of journalism, photography, page design, and layout.

Learning Activities/Modes of Formative and Summative Assessment:

Learning Activities: Learning *Edesign* and *Ebusiness*, learning how to use the camera and download the photos. Collaboration for the theme of the yearbook, colors, fonts, text styles, collaboration on sections of the yearbook and the style that will enhance the theme of the book, collaboration on marketing the book and sales for the book. Students will learn how to create digital stories and use photos to tell a larger and more in-depth story on the page.

Formative Assessments: Bell Ringers and Closures, Exit Slips, Homework assignments such as a practice page design, creating interview questions, worksheets, yearbook pages, photographic assignments, and quizzes.

Summative Assessments: Meeting all deadlines, the completion of the annual yearbook and supplement, unit exams, meeting the final goal of selling 350 yearbooks, and a final paper on how or what students learned from the course in terms of authentic learning and 21st century skills needed for the workplace.

Primary Instructional Resources:

Herff Jones Desktop Publishing Program: *Edesign*

Herff Jones Business Program: *Ebusiness*

Herff Jones workbooks for students

Teacher created units on journalism and photography

Teacher mentoring for students during the creation and production of the yearbook and supplement

Teacher created homework assignments, bell ringers/closures, tests, and quizzes