

Journalistic Design

Career Cluster	Arts, A/V Technology, Communications
Course Code	
Prerequisite(s)	Recommended – Intro. to Art, A/V and Communications
Credit	.5 to 1 Credit
Graduation Requirement	
Program of Study and Sequence	Intro to Arts, Audio Visual Technology and Communications – Journalistic Design – Photography I – Multimedia Design – Media Production
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Field trips, guest speakers, advisory board, job shadowing
Industry Certifications	
Dual Credit or Dual Enrollment	
Teacher Certification	
Resources	local postsecondary institutions, media outlets and online tools

Course Description:

Journalistic Design provides students with opportunities to gain insight into technology tools, client expectations and publication procedures. Individuals will explore artistic techniques to effectively communicate ideas and information to selected audiences through digital and printed media. Students will learn fundamentals and tools used to create and manipulate digital graphics. Topics will emphasize career exploration, concept design, tools and various forms of publishing media. The course may concentrate on a particular medium within the selected pathway(s).

Program of Study Application

This course is a Level I pathway course that will prepare a student to successfully enter advanced work in any of the following pathways:

- Printing Technology and Journalism
- Telecommunication/AV Technology and Film
- Visual Arts

Course Standards

JD 1 Explore opportunities within journalism

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1 Recall	<p>JD 1.1 Investigate career opportunities</p> <p>Examples:</p> <ul style="list-style-type: none"> • Research opportunities for employment • Interview a publishing professional • Research position requirements, skills, wages, education and geographic opportunities • Job shadow an industry professional • Tour local media outlet 	<p>Portfolio, SDMyLife.com, South Dakota High School Activities Association, PBS News Hour: Student Reporting Labs, American Society of News Editors, Journalism Education Association, Poynter News University, SchoolJournalism.org</p>
Level 2 Skill/Concept	<p>JD 1.2 Explain skills needed for journalism</p> <p>Examples:</p> <ul style="list-style-type: none"> • Identify skills needed to communicate and create broadcast script • Construct ideas for a client’s request • Contrast magazines ads to find appealing designs 	

Notes

JD 2 Explore and practice skills of journalistic writing

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	<p>JD 2.1 Identify facets of journalistic writing</p> <p>Examples:</p> <ul style="list-style-type: none"> • View and critique a news broadcast for writing style, e.g., persuasive, informative, biased/unbiased • Compare and contrast traditional and contemporary writing forms, e.g., inverted pyramid, chronological order • Compose a story lead-in in three different formats • Construct captions/cutlines for selected graphics and photos • Create headlines and subheadlines in publication style format • Prepare an article for publication 	<p>High School Broadcast Journalism, BBC School Report, PBS News Hour: Student Reporting Labs</p>
Level 2 Skill/Concept	<p>JD 2.2 Explore publishing writing styles</p> <p>Examples:</p> <ul style="list-style-type: none"> • Apply AP Style in editing and revising • Complete a video news script template, conversational style • Create a rubric clarifying writing style expectations • Discuss fact versus opinions versus informed opinions and their roles in journalism • Examine legal and ethical issues related to news gathering and writing 	<p>PBS News Hour: Student Reporting Labs, Jim Lehrer’s Ten Rules of Journalism, Portfolio, Journalism and Broadcast Media</p>
Level 2 Skill/Concept	<p>JD 2.3 Demonstrate appropriate interview skills</p> <p>Examples:</p> <ul style="list-style-type: none"> • Actively listen to discussion and prepare related questions • Take accurate notes for review and story incorporation • Dress appropriately and be on time • Correctly attribute sources within story writing 	

Notes

JD 3 Apply design principles and fundamentals

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3 Strategic Thinking	<p>JD 3.1 Explain legal and ethical issues related to publication, design and broadcast</p> <p>Examples:</p> <ul style="list-style-type: none"> • Complete a web quest on legal issues related to publishing • Research instructions and forms for registration of publishing projects with copyright office • Obtain formal permission for use of an art form, design or photograph in a publication • Explore release forms necessary for photographing people and places • Identify copyright materials • Research how to implement a design as a trademark or a copyright • Investigate copyright laws and violation repercussions 	Video: "Shattered Glass," Journalism and Broadcast Media
	<p>JD 3.2 Interpret design elements</p> <p>Examples:</p> <ul style="list-style-type: none"> • Develop a collection of examples from a variety of professionally designed publications • Consider video composition for broadcast • Identify negative space in various works of art • Research impact of brand marketing with computer graphics • Construct color palette for chosen publication • Explore the work of Josef Albers in regard to color • Demonstrate differences between 2D and 3D graphics 	
	<p>JD 3.3 Implement design principles</p> <p>Examples:</p> <ul style="list-style-type: none"> • Evaluate appropriateness and usability of specific publishing program • Compare and contrast differences in page layout, graphic and word processing software • Create a presentation to illustrate or describe design principles • Identify various file types, such as bitmap, JPG, GIF, TIFF, MPG, WAV, etc. • Explore various color technologies, such as process, spot, Pantone, RGB and CMYK • Change a photo's hue and saturation in image editing software 	

JD 4 Analyze elements of design

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1 Recall	<p>JD 4.1 Identify design elements</p> <p>Examples:</p> <ul style="list-style-type: none"> • Describe major design principles, e.g., line, color, typography, etc. • Create a presentation explaining one design element • Identify components of a published work, e.g., magazine spread • Dress set for proper broadcast tone 	<p>Creative Market, Portfolio, Journalism and Broadcast Media</p>
Level 2 Skill/Concept	<p>JD 4.2 Analyze principles of typography used in design</p> <p>Examples:</p> <ul style="list-style-type: none"> • Use appropriate graphics and type to inform rather than distract in broadcast medium • Create a chart identifying type fonts, styles, sizes and appropriate uses • Compare and contrast typography from at least two print sources for composition techniques, typestyle and type of justification • Prepare a layout using typography specifications • List rules for type in design layout • Create a design just using type 	
Level 3 Strategic Thinking	<p>JD 4.3 Analyze design and layout</p> <p>Examples:</p> <ul style="list-style-type: none"> • Analyze a publication for readability and attractiveness (use of white space, column width and spacing, grids/guides, margins, and graphic/text placement) • Design a layout for a specific publication that incorporates use of white space, appropriate column width and spacing, use of grids and guides, appropriate margins and effective placement of graphic and text elements • Create a layout that successfully applies elements of line, shape, texture, and value to create form and space • Revise appearance of a current document by incorporating graphic boxes, lines, illustrations, color and/or images • Critique a layout for balance, dominance and harmony 	

<p>Level 3 Strategic Thinking</p>	<p>JD 4.4 Apply page layout techniques Examples:</p> <ul style="list-style-type: none">• Create a chart that describes each step in the design process• Draw a thumbnail sketch of a planned publication• Evaluate a publication for target audience and purpose of publication• Use the design process to plan a publication• Develop graphic design to meet three different needs, e.g., letterhead, return address and screen printing• Identify design based on client requirements• Create a thumbnail sketch for advertising layout• Design PSA poster for local event	
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JD 5 Create computer-generated graphics

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	JD 5.1 Investigate journalism and broadcast software and hardware Examples: <ul style="list-style-type: none">• Compare and contrast photo editing software• Scan or upload a photo to use on computer• Research various printers and printing mediums and sizes• Create organic shapes using a computer graphic software• Adjust brightness and contrast of a photograph• Design custom studio backgrounds and/or broadcast graphics• Emboss text used in logo	
Level 2 Skill/Concept	JD 5.2 Modify images to meet publication broadcast needs Examples: <ul style="list-style-type: none">• Adjust resolution to meet client needs• Add a filter to a photograph• Add a drop shadow to a graphic object• Adjust image parameters to specified needs	

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JD 6 Explore and apply photography and videography techniques

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3 Strategic Thinking	<p>JD 6.1 Investigate characteristics of composition</p> <p>Examples:</p> <ul style="list-style-type: none"> • Critique photos for appropriate angle, action, reaction, emotion, etc. • Justify how photos represent different aspects of photo composition • Analyze video clips for accepted composition • Define characteristics of a quality composition within created rubric 	
Level 3 Strategic Thinking	<p>JD 6.2 Explore camera settings and equipment to obtain desired images</p> <p>Examples:</p> <ul style="list-style-type: none"> • Compare and contrast outcomes of manual versus automatic settings • Analyze impact of stabilized video on an image • Experiment with multiple camera angles to obtain visual image desired by client 	

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JD 7 Produce pathway-specific media

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3 Strategic Thinking	<p>JD 7.1 Plan out design process in working with client</p> <p>Examples:</p> <ul style="list-style-type: none"> • Prepare a specific publication for printing • Classify target audiences for various businesses • Construct questions for a client interview • Outline ideas illustrating customer requirements • Set a timeline • Develop story ideas 	
Level 2 Skill/Concept	<p>JD 7.2 Determine production roles</p> <p>Examples:</p> <ul style="list-style-type: none"> • Designate editors, videographers, journalists, on-air talent • Define duties and expectations 	
Level 4 Extending Thinking	<p>JD 7.3 Create and critique production piece</p> <p>Examples:</p> <ul style="list-style-type: none"> • Generate brochures • Construct newsletters • Proof, edit and revise a peer’s work • Submit media to professional for critique 	

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