



Journalistic Design

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11106
Prerequisite(s)	Recommended – Intro. to Art, A/V and Communications
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Intro to Arts, Audio Visual Technology and Communications – Journalistic Design – Photography I – Multimedia Design – Media Production, Capstone Experience
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Field trips, guest speakers, advisory board, job shadowing
Industry Certifications	Adobe ACA, National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	Local postsecondary institutions, media outlets and online tools, https://www.nationalgeographic.org/education/professional-development/courses/storytelling-for-impact/

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 Arts, AV Technology, and Communications pathways.

Course Standards

JD 1: Explore career opportunities within journalism.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	JD 1.1 Investigate career opportunities.
Two Skill Concept	JD 1.2 Explain skills needed for journalism.

JD 2: Explore and practice skills of journalistic writing.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	JD 2.1 Identify facets of journalistic writing.
Two Skill/Concept	JD 2.2 Explore publishing writing styles.
Two Skill/Concept	JD 2.3 Demonstrate appropriate interview skills.

JD 3: Analyze elements of design.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	JD 3.1 Identify design elements.
Two Skill/Concept	JD3.2 Analyze principles of typography used in design.
Three Strategic Thinking	JD 3.3 Analyze design and layout.
Three Strategic Thinking	JD 3.4 Apply page layout techniques.

JD 4: Apply journalistic design principles and ethical fundamentals.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	JD 4.1 Explain legal and ethical issues related to publication, design and broadcast.
Three Strategic Thinking	JD 4.2 Interpret design elements.
Three Strategic Thinking	JD 4.3 Implement design principles.

JD 5: Create computer-generated graphics.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	JD 5.1 Investigate journalism and broadcast software and hardware.
Two Skill/Concept	JD 5.2 Modify images to meet publication broadcast needs.

JD 6: Explore and apply photography and videography techniques.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	JD 6.1 Investigate characteristics of composition.
Three Strategic Thinking	JD 6.2 Explore camera settings and equipment to obtain desired images.

JD 7: Produce pathway-specific media.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	JD 7.1 Plan out design process in working with client.
Two Skill/Concept	JD 7.2 Determine production roles.
Four Extended Thinking	JD 7.3 Create and critique production piece.