Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	**ACADEMY OF JOURNALISM**
Program Type:	Job Preparatory
Occupational Area:	**Industrial Education**
Components:	One Program with One Occupational Completion Point

<u>Secondary</u>

Program Number	8771100
CIP Number	0609.999900
Grade Level	9-12, 30, 31
Standard Length	3 credits
Certification	

1006300 - Journalism I

ENGLISH 1	@2 @4 @8 @9
JOURNALISM	1 @2 @4
JR HI SCH	@8
MG ENGLISH	C
COMM ART	$7 $G
TV PRO TEC	$7 $G
BUS ED	$1 $2 $4
PHOTOG	$7 $G

8771110 - Industrial Communications 1

TV PRO TEC	@7 G
PHOTOG	@7 G
COMM ART	@7 G
ENGLISH	$1 $2 $4 $8 $9
JR HI SCH	$8
MG ENG	$C
BUS ED	$1 $2 $4
JOURNALISM	$1 $2 $4

8209510 - Digital Publishing 1

BUS ED 1	@4 @2
VOE	@7
MG ENG	$C
JR HI SCH	$8
COMM ART	$7 $G
TV PRO TECH	$7 $G
I ART TECH	$1 $2
GEN SHOP	$4
PRINTING	¢7 ¢G
GRAPH ART	$4
JOURNALISM	$1 $2 $4
PHOTOG	$7 $G
TEACH CBE	@7

Facility Code	N/A
CTSO	SkillsUSA-VICA
Co-op Method	Yes
Apprenticeship	No

I. **<u>MAJOR CONCEPTS/CONTENT</u>:** The purpose of this program is to provide a medium where by the student will be given the opportunity for practical hands-on experiences that incorporate academic skills into a real life situation.

The program familiarizes individuals with creative writing, script writing, graphic communications, desktop publishing, television production, photojournalism, and investigative reporting.

The presentation of subject matter should incorporate team teaching. Activities should utilize a rotational type format so that the student is exposed and reinforced academically and vocationally for each outcome. Listed below are the courses that comprise this program when offered at the secondary level:

1006300 - Journalism I (1 credit)
8771110 - Industrial Communications 1 (1 credit)
8209510 - Digital Publishing 1 (1 credit)

This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the Journalism industry; planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues and health, safety, environmental issues.

II. **LABORATORY ACTIVITIES:** Both classroom and laboratory activities are an integral part of this program. Classroom instruction in creative writing, script writing, and investigative reporting techniques are all meant to be reinforced with practical experiences. Putting the individuals written work into a commercially oriented product by utilizing modern multi-media technology should be the cumulative result of all outcomes.

III. **SPECIAL NOTES:** SkillsUSA-VICA, Inc. is the appropriate Career and Technical Student Organization (CTSO) for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065, F.A.C.

Cooperative training - OJT is appropriate for this program. Whenever cooperative training - OJT is offered, the following are required for each student: a training plan, signed by the student, teacher, and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a workstation that reflects equipment, skills and tasks that are relevant to the occupation which the student has chosen as a career goal. The student must receive compensation for work performed.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards that the student must master to earn credit must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired postschool outcome statement on the Transition Individual Educational Plan (Transition IEP).

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Produce writings appropriate to journalistic media.
02.0 Organize and use production modes appropriate to journalistic media, including desktop publishing,

keyboarding, photography, commercial art, and television production.

03.0 Plan a set for television production.
04.0 Perform lighting activities for a planned production.
05.0 Demonstrate correct use of basic equipment used in television production.
06.0 Demonstrate ability to identify different types of script copy.
07.0 Demonstrate ability to write script in broadcast style.
08.0 Perform electronic/desktop-publishing operations.
09.0 Demonstrate knowledge of electronic/desktop publishing concepts.
10.0 Perform mechanical creative support operations.
11.0 Participate in work-based learning experiences.
12.0 Demonstrate proficiency in computer skills.
13.0 Demonstrate knowledge of digital publishing concepts.
14.0 Perform decision-making activities.
15.0 Perform layout, design, and measurement activities.
16.0 Demonstrate proficiency in digital publishing operations.
17.0 Demonstrate proficiency in digital imaging.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Title: **Journalism I**
Course Number: 1006300
Course Credit: 1

COURSE DESCRIPTION: This course is designed to develop basic entry-level skills required for careers in the writing and editing industry.

OCCUPATIONAL COMPLETION POINT – DATA CODE A
        Writer and Editor – OES 34002

01.0   PRODUCE WRITING APPROPRIATE TO JOURNALISTIC MEDIA--The student will be able to:

        01.01 Write headlines and captions for a variety of journalistic activities.
        01.02 Identify the "who, what, when, where, and how" components of a news story.
        01.03 Write a news story in acceptable journalistic style.
        01.04 Write a sports article using news style and appropriate jargon.
        01.05 Write an editorial of commendation, condemnation, or both, offering observations and/or criticisms.
        01.06 Write a feature story that adheres to acceptable column style.
        01.07 Describe how copyright law pertains to professional and educational use of other writers' materials.
        01.08 Write copy for a variety of journalistic media (television, radio, magazines, etc.)

02.0   ORGANIZE AND UTILIZE PRODUCTION MODES APPROPRIATE TO JOURNALISTIC MEDIA--The student will be able to:

        02.01 Identify the principles of layout design.
        02.02 Identify the basic elements necessary to produce a good photograph.
        02.03 Describe how the use of photograph or photograph idea extends the written word.
        02.04 Identify equipment appropriate for production of a variety of journalistic media.
        02.05 Identify principles of advertising.
        02.06 Identify proofreading symbols.

03.0   PLAN A SET FOR TELEVISION PRODUCTION--The student will be able to:

        03.01 Prepare television set for a planned production.
        03.02 Draw and design a set plan to scale.
        03.03 Select and arrange state props.
        03.04 Utilize hand tools to construct scene components.
        03.05 Inspect and repair scenery as needed.

04.0   PERFORM LIGHTING ACTIVITIES FOR A PLANNED PRODUCTION--The student will be able to:

        04.01 Describe types of lighting fixtures.
        04.02 Identify parts of lighting fixtures.
        04.03 Perform special effects lighting.
        04.04 Set-up appropriate lighting for a production.

04.05 Describe functions of master lighting panel and dimmer
      board.
04.06 Operate master lighting panel to dimmer board.
04.07 Analyze lighting needs for production.

05.0 DEMONSTRATE CORRECT USE OF BASIC EQUIPMENT USED IN TELEVISION
     PRODUCTION--The student will be able to:

05.01 Load, record and play a videotape.
05.02 Demonstrate the steps necessary to set up, turn on and
      operate a video camera.
05.03 Demonstrate picture composition.
05.04 Identify, select and demonstrate use of an appropriate
      microphone.
05.05 Identify the qualities of a good audio track.
05.06 Demonstrate basic television lighting.
05.07 Explain the care, storage and use of television hardware and
      software.

06.0 DEMONSTRATE ABILITY TO IDENTIFY DIFFERENT TYPES OF SCRIPT COPY--
     The student will be able to:

06.01 Identify scripts by format.
06.02 Define terminology used in broadcast script writing.

07.0 DEMONSTRATE ABILITY TO WRITE SCRIPT IN BROADCAST STYLE--The
     student will be able to:

07.01 Plan and produce a storyboard.
07.02 Specify steps leading to broadcast scripts.
07.03 rite broadcast scripts.

08.0 PERFORM ELECTRONIC/DESKTOP PUBLISHING OPERATIONS--The student will
     be able to:

08.01 Identify machine specifications and functions.
08.02 Prepare computer printer and scanner for operations.

09.0 DEMONSTRATE KNOWLEDGE OF ELECTRONIC/DESKTOP PUBLISHING CONCEPTS--
     The student will be able to:

09.01 Identify the skills needed by an electronic desktop
      publisher.
09.02 Identify significant developments in the electronic/desktop
      publishing industry.
09.03 Define commonly used terms in graphic communications.
09.04 Identify characteristics of paper.
09.05 Identify software used in electronic/desktop publishing.

10.0 PERFORM MECHANICAL CREATIVE SUPPORT OPERATIONS--The student will
     be able to:

10.01 Identify characteristics of type, type families, type
      series, and type styles.
10.02 Identify elements of design.
10.03 Copy, fit, and markup (specify type sizes and styles).
10.04 Paste up mechanical elements electronically.
10.05 Check and compare completed mechanical to comprehensive
      layout for final proofing.
10.06 Prepare rough layout design.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Title: Industrial Communications
Course Number: 8771110
Course Credit: 1

COURSE DESCRIPTION: This course is designed to develop basic entry-level skills required for careers in the communications industry.

OCCUPATIONAL COMPLETION POINT – DATA CODE A
        Writer/Editor – OES 34002

03.0   PLAN A SET FOR TELEVISION PRODUCTION--The student will be able to:

       03.01 Prepare television set for a planned production.
       03.02 Draw and design a set plan to scale.
       03.03 Select and arrange state props.
       03.04 Utilize hand tools to construct scene components.
       03.05 Inspect and repair scenery as needed.

04.0   PERFORM LIGHTING ACTIVITIES FOR A PLANNED PRODUCTION--The student will be able to:

       04.01 Describe types of lighting fixtures.
       04.02 Identify parts of lighting fixtures.
       04.03 Perform special effects lighting.
       04.04 Set-up appropriate lighting for a production.
       04.05 Describe functions of master lighting panel and dimmer board.
       04.06 Operate master lighting panel to dimmer board.
       04.07 Analyze lighting needs for production.

05.0   DEMONSTRATE CORRECT USE OF BASIC EQUIPMENT USED IN TELEVISION PRODUCTION--The student will be able to:

       05.01 Load, record and play a videotape.
       05.02 Demonstrate the steps necessary to set up, turn on and operate a video camera.
       05.03 Demonstrate picture composition.
       05.04 Identify, select and demonstrate use of an appropriate microphone.
       05.05 Identify the qualities of a good audio track.
       05.06 Demonstrate basic television lighting.
       05.07 Explain the care, storage and use of television hardware and software.

06.0   DEMONSTRATE ABILITY TO IDENTIFY DIFFERENT TYPES OF SCRIPT COPY--The student will be able to:

       06.01 Identify scripts by format.
       06.02 Define terminology used in broadcast script writing.

07.0   DEMONSTRATE ABILITY TO WRITE SCRIPT IN BROADCAST STYLE--The student will be able to:

       07.01 Plan and produce a storyboard.
       07.02 Specify steps leading to broadcast scripts.
       07.03 Write broadcast scripts.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Title: **Digital Publishing 1**
Course Number: 8209510
Course Credit: 1

COURSE DESCRIPTION: This course is designed to develop basic entry-level skills required for careers in the digital publishing industry. The content includes computer skills; digital publishing concepts and operations; layout, design, and measurement activities; decision-making activities; and digital imaging. After successful completion of Digital Publishing 1 and 2, students will have met the Occupational Completion Point of Desktop Publisher - DOT Code 979.382-026.

OCCUPATIONAL COMPLETION POINT – DATA CODE A
        Writer/Editor – OES 34002

WORK-BASED LEARNING

11.0   <u>PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES</u>--The student will be able to:

       11.01 Participate in work-based learning experiences in a digital publishing environment.
       11.02 Discuss the use of technology in a digital publishing environment.

DIGITAL PUBLISHING

12.0   <u>DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS</u>--The student will be able to:

       12.01 Identify all computer parts (e.g., RAM, ROM).
       12.02 Demonstrate an understanding of all functions of a computer.
       12.03 Utilize appropriate font management techniques (e.g., TrueType, postscript, install and remove fonts).
       12.04 Perform storage management (e.g., hard drive, floppy disk).
       12.05 Perform maintenance of computers and peripherals.

13.0   <u>DEMONSTRATE KNOWLEDGE OF DIGITAL PUBLISHING CONCEPTS</u>--he student will be able to:

       13.01 Identify the skills needed by a digital publisher.
       13.02 Define commonly used terms in graphic communications.
       13.03 Identify characteristics of paper.
       13.04 Identify different kinds of color (e.g., spot, process).
       13.05 Identify software used in digital publishing.
       13.06 Demonstrate knowledge of copyright laws.

14.0   <u>PERFORM DECISION-MAKING ACTIVITIES</u>--The student will be able to:

       14.01 Determine work priorities.
       14.02 Evaluate and select appropriate software packages to complete assigned tasks.
       14.03 Evaluate information to be used and choose relevant material.
       14.04 Determine the audience.
       14.05 Demonstrate an understanding of various advertising mediums.

14.06 Recognize and maintain ethical standards.

15.0 <u>PERFORM LAYOUT, DESIGN, AND MEASUREMENT ACTIVITIES</u>--The student will be able to:

15.01 Identify characteristics of type, type families, type series, and type styles.
15.02 Paste up mechanical elements electronically.
15.03 Prepare rough layout designs.
15.04 Copyfit and markup using type sizes and styles.
15.05 Identify elements of design.

16.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS</u>--The student will be able to:

16.01 Key with speed and accuracy to meet industry standards.
16.02 Produce designs integrating all elements of design.
16.03 Complete projects using a variety of fonts, sizes, leading, and alignments.
16.04 Produce electronic illustrations using digital publishing software.
16.05 Output projects using a variety of devices (e.g., printers, imagesetters).

17.0 <u>DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING</u>—The student will be able to:

17.01 Demonstrate proper use of a scanner/slide scanner.
17.02 Crop and scale photographs and line art electronically.
17.03 Demonstrate an understanding of formats and modes (e.g., EPS, TIFF, PICT, JPEG, ASCII, binary).