

Cornwall-Lebanon School District Curriculum Overview

Introduction to Mass Media: Grades 9-11

18 length of time in weeks	Concepts & Competencies	Common Assessments	Academic Standards (PA Core if applicable)
Unit 1 5	<p style="text-align: center;"><u>Newswriting – News/Writing</u></p> <p>Students will learn the basics of newspaper reporting and writing, in preparation for becoming staff members of yearbook and newspaper. Students will learn interviewing skills, how to write following the inverted pyramid and how to write both news and feature articles.</p>	<ul style="list-style-type: none"> ➤ News preview article ➤ News event article ➤ Feature article 	CC.1.4.11–12.C
Unit 2 4	<p style="text-align: center;"><u>Newswriting – Perspective/Review</u></p> <p>Students will how to write opinion articles for the school newspaper through praise and critical editorials. Students will learn the importance of the opposing side to critical editorials. Students will also learn to write movie reviews by critiquing a newspaper ethics movie.</p>	<ul style="list-style-type: none"> ➤ Perspective article ➤ Movie review 	CC.1.4.11–12.G
Unit 3 3	<p style="text-align: center;"><u>Photography Composition</u></p> <p>Students will learn the basic skills for taking and using photographs for use in publications, both yearbook and newspaper. Students will first learn the composition rules and then put them into practice, through the use of publications’ digital cameras.</p>	<ul style="list-style-type: none"> ➤ Photography quiz – multiple choice, short answer ➤ Photography composition project 	CC.1.5.11–12.A
Unit 4 3	<p style="text-align: center;"><u>Yearbook Principles</u></p> <p>Students will study the terms and techniques needed to produce a yearbook, by reviewing previously published books and developing an understanding of the skills needed to produce a yearbook.</p>	<ul style="list-style-type: none"> ➤ Yearbook terms quiz ➤ Yearbook theme, cover project 	CC.1.2.11–12.G
Unit 5 3	<p style="text-align: center;"><u>Publication Design</u></p> <p>Using publication room computers that utilize InDesign and Photoshop, students will design yearbook spreads and newspaper paper in preparation to becoming staff members next year.</p>	<ul style="list-style-type: none"> ➤ Yearbook/Newspaper layout project 	CC.1.2.11–12.G