

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

Secondary

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 Design 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
CSO SkillsUSA, Inc.
Co-op Method Yes
Apprenticeship No

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as writers and editors (OES 34002) (SOC 27-3040). This program provides a medium whereby 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 Design 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, Inc. is the appropriate Career Student Organization (CSO) for providing leadership training and for reinforcing specific career and technical skills. CSOs, 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).

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual

needs and ensure equal access. Adult students with disabilities must self-identify and request such services. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate the methods to improve students' personal qualities and high-order thinking skills.

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

OCCUPATIONAL COMPLETION POINT - DATA CODE A

Writer and Editor - OES 34002, SOC 27-3040

- 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, SOC 27-3040

- 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: 87711110
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 and Editor - OES 34002, SOC 27-3040

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

Secondary Course Number: 8209510
Course Title: Digital Design 1
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.

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES--The student will be able to:

20.38 Discuss the use of technology in a digital publishing environment. LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4

DIGITAL PUBLISHING

48.0 DEMONSTRATE PROFICIENCY IN COMPUTER SKILLS--The student will be able to:

- 48.01 Identify all computer parts (e.g., RAM, ROM). LA.A.1.4.3
- 48.02 Demonstrate an understanding of all functions of a computer. LA.A.1.4.3, LA.D.2.4.4
- 48.03 Utilize appropriate font management techniques (e.g., TrueType, postscript, install and remove fonts). LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
- 48.04 Perform storage management (e.g., hard drive, floppy disk). LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
- 48.05 Perform maintenance of computers and peripherals. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4

49.0 DEMONSTRATE KNOWLEDGE OF DIGITAL PUBLISHING CONCEPTS--The student will be able to:

- 49.01 Identify the skills needed by a digital designer. MA.D.1.4.1, MA.D.1.4.2, VA.E.1.4.2
- 49.02 Define commonly used terms in graphic communications. LA.A.1.4.3, FL.C.2.4.5, VA.E.1.4.2, MA.D.1.4.1, MA.D.1.4.2
- 49.03 Identify characteristics of paper.
- 49.04 Identify different kinds of color (e.g., spot, process).
- 49.05 Identify software used in digital publishing. LA.B.2.4.4
- 49.06 Demonstrate knowledge of copyright laws. MA.D.1.4.1, MA.D.1.4.2, VA.E.1.4.2

- 50.0 PERFORM DECISION-MAKING ACTIVITIES--The student will be able to:
- 50.01 Determine work priorities. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
 - 50.03 Evaluate information to be used and choose relevant material. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
 - 50.04 Determine the audience. LA.B.2.4.4., LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
 - 50.05 Demonstrate an understanding of various advertising mediums. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
 - 50.06 Recognize and maintain ethical standards. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
- 51.0 PERFORM LAYOUT, DESIGN, AND MEASUREMENT ACTIVITIES--The student will be able to:
- 51.01 Identify characteristics of type, type families, type series, and type styles. LA.A.1.4.3, MA.D.1.4.1
 - 51.02 Paste up mechanical elements electronically. LA.B.1.4.3, MA.D.1.4.1, LA.C.3.4.3, LA.C.2.3.4, MA.B.1.4.3, VA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.2.4.2, LA.D.2.3.4, LA.B.2.4.1
 - 51.03 Prepare rough layout designs. TH.E.1.3.3, VA.E.1.4.2
 - 51.04 Copycat and markup using type sizes and styles. LA.B.1.2.3, LA.B.1.4.3, LA.C.3.4.3, LA.C.2.3.4, MA.B.1.4.3, MA.D.1.4.1, VA.A.1.4.3
 - 51.05 Identify elements of design.
- 52.0 DEMONSTRATE PROFICIENCY IN DIGITAL PUBLISHING OPERATIONS--The student will be able to:
- 52.01 Key with speed and accuracy to meet industry standards. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
 - 52.03 Complete projects using a variety of fonts, sizes, leading, and alignments. LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
 - 52.05 Output projects using a variety of devices (e.g., printers, imagesetters). LA.B.2.4.4, LA.A.2.4.6, LA.A.2.4.8, LA.A.2.4.5, LA.A.1.4.2, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.4, LA.C.3.4.3, LA.D.2.3.4, HE.B.3.4.3, HE.B.3.4.4, HE.B.3.4.5, SS.B.1.4.5, VA.B.1.3.4
 - 52.08 Design with type using kerning, tracking, horizontal/vertical scale, baseline shift, etc.
 - 52.09 Produce projects using table and indents.
 - 52.18 Produce projects using white space. LA.B.2.4.4

- 52.23 Assemble multi-page documents.
 - 52.24 Create documents that use master pages.
 - 52.25 Use a variety of styles to produce effective layouts.
 - 52.26 Produce a document using printer and reader spreads.
 - 52.27 Use publishing software to create a pre-press profile.
 - 52.28 Produce a variety of designs using layout/paste-up software.
- 53.0 DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING--The student will be able to:
- 53.01 Demonstrate proper use of a scanner/slide scanner.
LA.B.1.2.3, MA.D.1.4.1, LA.A.1.4.3, LA.D.2.4.4, LA.B.1.4.3,
MA.A.1.4.4
 - 53.09 Proofread electronically and manually. LA.B.1.4.3