

Rationale

Publications provides the student with experiences which develop organized interpersonal and intrapersonal communication, time management, and journalism skills such as photography, writing, design, and marketing.

Course Description

In this course, the student produces the middle school yearbook, school newsletter, and school videos. Each student learns publication skills, including copy writing and reporting, marketing, layout and design, photography, script writing, presentation skills, and editing. The student learns to accept responsibility for deadlines and collaborating with peers.

Course Objectives

The student will successfully master and apply basic design skills.

The student will create computer layouts that follow basic design principles.

The student will demonstrate time management and organizational techniques.

The student will demonstrate basic production skills and concepts.

The student will master and apply successful interviewing and reporting techniques.

The student will write copy across multiple platforms.

The student will develop formal and informal oral presentation skills.

The student will develop and apply knowledge of marketing strategies.

BOE June 14, 2018