

Yearbook & Media

8th Grade Elective • 2019-2020

Course description

The purpose of this course is to provide a balanced media literacy program. The program is designed to reflect the real-world experience of working in a creative media production environment, and students will become leaders in the development of the school news broadcast and the yearbook. Students will explore the elements of yearbook and school news production including page design, advanced publishing techniques, copy-writing, editing, videography and photography while producing a creative, innovative product which records school memories and events. Participants gain useful, real world skills in time management, marketing, teamwork, and design principles. Students learn how to communicate ideas visually using basic filmmaking techniques incorporating historical and contemporary traditions. There is an emphasis on journalism in this class, and students will spend a significant portion of class exploring, developing, and applying information literacy skills - research, information ethics, bias, organization, access, equity and design.

Course objectives

1. Students will learn media industry terminology.
2. Students will become familiar with the design and editing software.
3. Students will work with various types of technology to produce authentic media products, including word-processors, video editing programs, cameras, camcorders, microphones, lighting, and scanners.
4. Students will apply computer skills and design principles to their productions.
5. Students will learn copy-writing techniques.
6. Students will learn and apply ethical behaviors, including citation, licensing, paraphrasing, and collaboration.
7. Students will practice collaborative skills and professionalism through authentic group work.

Pre-Requirements

There are no prerequisites for this course. However, it is beneficial for students to have comfort taking photographs with phones and digital cameras, as well as some experience or interest with media software. Students should be motivated, able to attend some after-school functions, and willing to learn. Students who enjoyed 7th Grade Digital Media may enjoy this class!

Trent McLees & Karen Horton

james.mclees@knoxschools.org

karen.horton@knoxschools.org

1st 9 Weeks

- An Introduction to Film & Photo
- Research Skills & Digital Literacy
- Creative Commons and Licensing
- Layouts & Contrast; Rule of 3rds
- Photography Capstone - "This is Home"

Extra Notes: *In the first 9-Weeks, the class will establish the basic principles of media design, from layouts to framing. The students will be placed into groups simulating working teams for reporting organizations. Students will be tasked with photographing their "Home," applying their learning on structure and culminating in an exhibition of their best work. They will have produced short reports analyzing news broadcasts for bias, copyright use, and cinematography, and will create a shot reel as a summative assessment for their mastery of basic cinematic techniques.*

2nd 9 Weeks

- Design & Flow Portrait Pages
- School Event Photography
- Event Reporting & News Film
- Club Profiles
- Augmented Reality & New Media Technology

Extra Notes: *In the second 9-weeks, students will apply their understanding of the mechanics of film editing to the production of the weekly news broadcast, in addition to a summative project where they will produce a feature report on a research topic or school event of their choosing, applying the research skills learned in the first 9-weeks. Students will also master the design software of the yearbook. They will finalize the portrait pages for the yearbook, as well as prepare event pages from concerts and athletics. They will also begin exploring the applications of AR in yearbooks and other publications.*

Materials Needed

All necessary technology and software will be provided from the library studio. Students will need a **composition notebook, their agenda, and a folder for important documents.**

Films and Books

To Kill A Mockingbird, R. Mulligan, 1962

Clips from *The Fellowship of the Ring*, Peter Jackson, 2001, *Matilda*, Danny Devito, 1996 and *Citizen Kane*, Orson Welles, 1941

Families will be notified of any other films used before they are screened. Clips used without prior notification will be PG-rated or lower.

Grading Scale

94-100	A	74-76	C
90-93	A-	70-73	C-
87-89	B+	<70	R
84-86	B		
80-83	B-		
77-79	C+		

Standards To Be Addressed Directly

- [AASL Standards for Learners](#)
- [TN Media Arts Standards](#)

3rd 9 Weeks

- Feature Spreads & Reporting
- Sports and Club Pages
- 8th Grade Superlatives & Dedications
- Biographical Reporting
- Documentary Film

Extra Notes: This 9-weeks will focus on completing the yearbook. Students will apply all their design principles skills to producing layouts and content for feature spreads, club pages, and 8th grade superlatives and dedications. They will also apply their videography skills to scripting, storyboarding, and recording effective advertisements to make a final push for YB sales. Once the YB is complete, students will move into a brief unit of study on biography and documentary film, culminating in a summative assessment in the form of documentary pieces for broadcast on the school channel.

4th 9 Weeks

- Distribution of Yearbooks
- Narrative Film
- Digital Media
- Short Films and Sketches

Jan 29 – Feb 4

Extra Notes: Students will be responsible for organizing the yearbook distribution day, as well as ensuring the product is organized upon its arrival and final review of the printed book. For our last 9-weeks, we will explore the ways narrative film influences our lives, from messages embedded in social media and YouTube to representation in Hollywood cinema. Students will study the visual artistry and narrative structures of classic films, and will create a short film of their own inspired by a particular cinematic style, as well as creating short sketches for broadcast on the news for formative assessments and practice.