

Print Media II

Level 3: Student explored previously; second pathway specific course
Pathway(s): Digital Media & Communication

Description

This course is recommended for students who have completed Print Media I and who want to develop their leadership skills while expanding on various modes of reporting and creating print media for specific audiences. Instruction will be paired with hands-on lab experiences in community reporting.

Student Learning Outcomes

Career and Postsecondary Opportunities

- 1) Explore careers within online media professions.
 - a. Recognize the work typically performed, tools and technology used, and nature of work environments.
 - b. Identify potential certifications within the careers.
 - c. Find membership organizations associated with the careers.
 - d. Understand the necessary education associated within the careers.
 - e. Investigate postsecondary opportunities for meeting education requirements for these careers.
- 2) Demonstrate professionalism within the context of reporting.
 - a. Criticism and evaluation
 - b. Presentation
 - c. Assessment
- 3) Adhere to laws, regulations, and ethics significant to the fields of print media.
- 4) Cultivate a portfolio of professional work.

Continued Study in Print Media

- 5) Contribute to a print media outlet, such as
 - a. Newspaper
 - b. Magazine
 - c. Yearbook
- 6) Develop a staffing structure for a print media platform.
- 7) Evaluate media based on standards, such as
 - a. Photography standards
 - b. Accessibility
- 8) Further develop and deliver print media content.
 - a. Expand use of principles of industry appropriate design.
 - b. Further use typographical elements in page design.
 - c. Use a template.
 - d. Expand work with text and graphics for story enhancement
 - e. Expand photo editing skills.
- 9) Expand on use of various styles of journalistic writing.

- 10) Locate story ideas and primary sources.
- 11) Publicize journalistic efforts.
- 12) Conduct interviews for print media outlets.
- 13) Submit features to print news organizations for peer review.
- 14) Manage a print media publication.