

## Course Overview

The News Media Production class examines the application, practice, and techniques for producing live video programming and publishing content to the web. The class meets one block daily for 18 weeks. Upon successful completion of the course you will receive one computer credit toward your graduation requirement.

## State Standards

All of the Pennsylvania academic standards for business, computer and information technology can be viewed here: [http://static.pdesas.org/content/documents/BCIT\\_standards.pdf](http://static.pdesas.org/content/documents/BCIT_standards.pdf)

The state standards used in this course are:

- 15.4.12.A. Apply the creative and productive use of emerging technologies for educational and personal success.
- 15.4.12.G. Create an advanced digital project using sophisticated design and appropriate software/applications.

## Course Objectives

Upon completion of the course you will:

- Understand how a live news broadcast is prepared and executed
- Understand how to operate equipment related to video broadcast production
- Published content to the web
- Utilize the opportunity to be selected to participate in the regional Scholastic Journalism Competition\*
- Understand the functions of various broadcasting equipment
- Produce video for broadcast
- Work as a team to create content
- Help produce a live broadcast event
- Understand what royalty free content is and how to evaluate licensing of content

## Units of Study

### Journalism Fundamentals

- What is News?
- Journalism Ethics
- Law and the First Amendment
- News Literacy

### Getting Started

- Story Ideas
- Reporting and Interviewing
- News Writing
- Editing and Headlines

### Specialized Writing

- Feature Writing
- Opinion and Review Writing
- sports Writing
- Broadcast Writing

### Multimedia

- Photography and Cutlines
- Videography and Capturing Audio
- Broadcast News Producing
- Multimedia

### Social Media

- Social Media and Digital Tools
- Audience Engagement Plans
- Blogging
- Polls and Surveys

### Design and Data Journalism

- Basic Design
- Web Design
- Infographics
- Investigative and Data Journalism

## Methods of Evaluation

- Exercises
- Quizzes
- Tests
- Projects

### Budget Your Time

Utilization of lab time during class is essential and can be the difference in passing with a high mark and just making it. I will always help you through each aspect of the course. Because of the nature of the course, you will find there is a significant amount of lab work to be completed outside of class time. You *should* plan for the possibility of utilizing the lab after school and during academic prep if necessary to complete assignments on time. Certain video projects will require work to be completed outside of the regular school day.

### Classroom Policies and Expectations

1. You are responsible for meeting all given deadlines. The due date for assignments will be announced during class. While you will have adequate time to complete assignments during class, you may find that you need a little extra time to finish work by the due date. The lab is open for the completion of class work most days after school. (2:35pm to 3:30pm in the afternoon) Check with Mr. Weikert to ensure availability on the day you wish to stay.
2. If there is a problem with your computer, let Mr. Weikert know **IMMEDIATELY**. If someone has damaged or changed the operation of your computer, protect yourself and notify Mr. Weikert of the problem as soon as you discover it. **DO NOT** attempt to adjust or repair anything on your computer, unplug any cords, or shut down the computer improperly.
3. Be respectful of others at all times. Everyone deserves an equal opportunity to learn. There should be no talking during the time designated for working on assignments. Even if you have a simple question, don't ask your neighbor. Please raise your hand for assistance.
4. Be ready to begin class when the late bell rings. You will need a folder to hold and organize instructional handouts and worksheets that you will receive. Have your notebook and pencil or pen on your desk at the beginning of each class meeting.
5. Use appropriate language at all times.
6. Food and drinks are not allowed in the school computer labs.
7. The only programs/applications that may be used on the computers are those that are studied in the course. Use of the Internet during class should not occur unless instructed to do so. Viewing or listening to streaming media is not allowed unless it is needed to complete a class assignment for this course. No personal devices should be connected to the computers without permission. Use of other types of electronics is not allowed unless permission is given or their use has been authorized. Violation of these district policies may cause your computer use privileges to be suspended.
8. Academic dishonesty in any form, whether cheating or plagiarism, is unacceptable. A first offense will constitute an immediate discipline referral and second offense may constitute a loss of credit for the course (as defined in the Student Discipline Code).

### Absences

If you are absent from class it is your responsibility to ask about notes you may need or assignments that you may have missed. You will have two days to complete work that was due during the absence including quizzes and tests, unless you make individual arrangements to complete the work at another time.