

COURSE TITLE: Advanced Publications (III & IV)
COURSE LENGTH: 1 year
COURSE CREDIT: 1 credit

COURSE TYPE: elective
GRADE LEVEL: 11, 12
PREREQUISITE: teacher approval;
Publications I & II

COURSE GOALS:

1. Students will employ advanced journalism skills, including media law, photo editing, news research, time and project management, and advanced editing.
 2. Students will examine marketing tactics to sell products around the community.
 3. Students will explain the use of digital software in design.
 4. Students will compose a student- and school-centered newspaper (digital and print).
 5. Students will construct a yearbook featuring the student body.
 6. Students will develop and utilize promotional techniques to invite businesses and parents to purchase ad space in the publications.
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COURSE CONTENT:

1. Layout design techniques
2. Media law
3. Time management
4. Advanced editing
5. News development
6. Theme development
7. Cover design
8. Project management
9. Budget planning
10. Public relations