

# CFISD Advanced Journalism: Yearbook I-III

Scope and Sequence 2023-2024

**Course Description:** Students enrolled in Advanced Journalism: Yearbook I, II, III learn all the skills required to develop a school yearbook. Students learn advanced publishing skills, interviewing techniques, design and layout expertise, and sophisticated writing skills. They become adept at using complex software that is used in the professional publishing industry. In addition, they learn how to work as leaders and as a team as they manage this production process. Students must have the recommendation of the publications teacher to enroll in this class, and courses must be taken in sequence. Production of the yearbook may require 3 to 8 hours of after-school activities per week.

## Texas Essential Knowledge and Skills: Yearbook TEKS

Instructional Units	Days**	
<b>First Semester</b>	74	End Date
<b>1<sup>st</sup> Grading Period (37 Days)</b>	<b>08/28/2023</b>	<b>10/20/2023</b>
Unit 1: Publication Development <ul style="list-style-type: none"> <li>● Staff roles &amp; responsibilities, theme creation, section divisions, coverage &amp; design decisions, marketing plan</li> </ul>	7	9/6
Unit 2: Story/Content Generation <ul style="list-style-type: none"> <li>● Developing sources, leads &amp; angles, interviewing techniques, ethics</li> </ul>	7	9/15
Unit 3: Publishing Process <ul style="list-style-type: none"> <li>● Students participate in the ongoing, hands-on production of the campus yearbook: researching &amp; writing stories, editing &amp; revising, page/spread layouts, photography &amp; graphic elements, headlines &amp; captions, sales &amp; advertising</li> </ul>	23	10/20
<b>*2<sup>nd</sup> Grading Period (37 Days)</b>	<b>10/23/2023</b>	<b>12/21/2023</b>
*Unit 3 continues <ul style="list-style-type: none"> <li>● Students will have ongoing opportunities to demonstrate their journalism skills by brainstorming content ideas, following beats, and preparing to publish written and photographic stories for real-world audiences.</li> </ul>	37	12/21

<b>Second Semester</b>	92	End Date
<b>3<sup>rd</sup> Grading Period (42Days)</b>	<b>01/08/2024</b>	<b>03/08/2024</b>
Unit 4: Progression of Publishing Process <ul style="list-style-type: none"> <li>Students participate in the ongoing, hands-on production of the campus yearbook: researching &amp; writing stories, editing &amp; revising, page/spread layouts, photography &amp; graphic elements, headlines &amp; captions, sales &amp; advertising</li> </ul>	42	3/08
<b>*4<sup>th</sup> Grading Period (51 Days)</b>	<b>03/18/2024</b>	<b>05/30/2024</b>
Unit 4 continues <ul style="list-style-type: none"> <li>Students will have ongoing opportunities to demonstrate their journalism skills by brainstorming content ideas, following beats, and preparing to publish written and photographic stories for real-world audiences.</li> </ul>	28	4/26
*Unit 5: Publication Wrap-Up & Review <ul style="list-style-type: none"> <li>Production of supplements, distribution &amp; customer service, evaluation &amp; critique of book, future planning, staff leadership assignments</li> </ul>	23	5/30

\* Includes time for semester review & final exams.

\*\* The length of each unit is an approximate number of days dependent upon the materials used and complexity of assignments. Units may be combined. The purpose of this flexibility is to allow teachers the opportunity to plan for the needs of their students and to accommodate re-teaching or review when necessary. If pre-assessment indicates student mastery could be achieved in a fewer number of days, the additional time could be used for extension or carried into the next unit.

### **Instructional Material(s):**

Resources from academic and professional publishing organizations, such as the [Journalism Education Association](#), [Texas Association of Journalism Educators](#), and [University Interscholastic League](#).