

## What is it we expect students to learn? Identifying Essential Standards

**Grade Level:** Mass Media

**Subject:** Communication Arts

**Team Members:** Conn, Jelavich, Kinman, McGinness, Vinzant, and Williams

1. Standard/Description	2. Evidence of Proficiency	3. Prior Skills Needed	4. Common Summative Assessment	5. When Taught?	6. Enrichment / Intervention Strategies
Create a Theme (9-12) W2A	The Student Will (TSW) research, develop, and implement an overall theme for the yearbook.	Competent in researching information. Ability to mentally grasp the concept of a theme that encompasses and portrays the school as a whole.	The staff will successfully have a yearbook theme in place by the publisher's deadline.	1st Quarter	
Demonstrate Understanding by Meeting the Regulations of a Template W1D (9-12)	TSW create pages using the appropriate design requirements determined by the instructor.	Basic understanding of a computer program. Ability to follow the guidelines so that the student can create a page spread based off of the template.	TSW submit pages to teacher by assigned deadlines with zero errors.	Introduced 1st Quarter, Assessed throughout the year	
Implementing the Writing Process W5 (11-12)	TSW will use the writing process to compose stories using proper journalistic style.	Basic understanding of paragraph construction and editing process. Reading comprehension.	TSW submit stories to teacher by assigned deadlines with zero errors.	Introduced 2nd Quarter, Assessed throughout the year	
Acquire and Demonstrate the Ability to Photograph Events SL5 (11-12)	TSW practice and develop photography techniques while taking photos for the yearbook.	Basic knowledge of a camera and how to take a picture.	TSW submit quality photographs to teacher by assigned deadlines using set guidelines.	Introduced 1st Quarter, Ongoing throughout the year	
Execute Quality Interviews SL 3-4 (11-12)	TSW conduct formal and informal interviews.	Ability to compose and ask appropriate questions in order to obtain and record information. Communication skills.	TSW use information gained in interviews to write feature stories for the yearbook.	Introduced 1st Semester, an ongoing process	

Ability to Advertise and Sell the Product W6 (9-12)	TSW implement appropriate marketing techniques for selling yearbooks and advertising.	Ability to be creative in thought in order to construct advertising products (posters, flyers, memos). Communication skills.	TSW complete sales of baby ads and yearbooks by set deadlines.	2nd Quarter	
Demonstrate Comprehension of the Editing Process W 5-6 (9-12)	TSW edit pages created by his/her peers, making corrections in design, writing, and photography.	Basic understanding of the 5-stages of the writing process.	TSW complete page revision checklists and make any necessary changes.	Introduced 2nd Quarter, Assessed throughout the year	
Apply Enlisting, Training, and Communication Skills L 1 A-C, 4 (11-12)	TSW participate in the recruitment and training of next year's yearbook staff.	Basic communication, recollection and demonstration skills.	TSW successfully recruit at least one person to replace him/her on the staff and train them on staff procedures and responsibilities.	4th Quarter	

1. Standard: What is the essential standard to be learned? Describe in student-friendly vocabulary.
2. Example/Rigor: What does proficient student work look like? Provide an example and/or description.
3. Prior Skills Needed: What prior knowledge, skills, and/or vocabulary is needed for a student to master this standard?
4. Common Assessment: What assessment(s) will be used to measure student mastery?
6. When will this standard be taught?
6. Enrichment: What supplementary standards/skills enrich the essential standard?

Mattos, Buffum, Weber, 2010