

	Communications (MS)	Yearbook (9-12)	Mass Media (10-12)	Newspaper (10-12)
Standard 1 - Adapt to various communication settings.				
Benchmark A	Use tools and resources for communication.	Use a variety of technology tools to work collaboratively with others inside and outside the classroom.	Efficiently use technology tools and resources for communication and to access remote information and exchange it with a variety of audiences.	Demonstrate competence in the skills and strategies of the writing process for a variety of purposes and audiences.
	Analyze which technology tools are appropriate for different types of communication and audiences.	Create an interactive communication experience for the specific purpose of publishing a product representing the student/staff community.	Develop claim(s) and counterclaims fairly and thoroughly, pointing out the strengths and limitations of both that anticipates the audience's knowledge level, concerns, values, and possible biases.	Write, present, or produce print and digital news stories for student publications and media that use effective storytelling techniques.
	Understand the value of social media.	Develop and implement a marketing plan using realistic business practices to contact local companies for revenues necessary to publish the yearbook.	Design a process establishing criteria for selecting digital tools and resources to use for in-depth investigation of a real-world task and justify the selection based on efficiency and effectiveness.	Describe specific incidents and actions with specific detail following journalistic language and format conventions.
	Demonstrate effective discussion skills.	Demonstrate proficiency with digital cameras and photo-editing tools in layout teams for visual components of layouts.		Narrate events accurately including their significance to the audience.
Benchmark B	Practice safe, legal, and responsible use of information and technology at an age-appropriate level.	Advocate and practice safe, legal, and responsible use of information and technology at an age-appropriate level.		
	Demonstrate awareness of legal and ethical responsibilities when using communication technology.	Comply with federal, state and local laws regarding dissemination of confidential student information.	Interpret the implications of the unethical use of digital media such as the manipulation of photos.	Analyze the implications and consequences of reporting on certain issues focusing on the prejudices and biases of the multiple parties involved.

		Understand the financial aspects of budgeting, marketing and producing a book used for a variety of purposes.	Justify the need for advocacy pertaining to legal and ethical uses of digital media.	Evaluate resources in terms of their usefulness and validity for research and news purposes.
			Utilize technology tools and resources for managing and communicating personal and professional information.	
Standard 2 - Utilize new communication strategies and technology to gather, evaluate, and use information.				
Benchmark A	Use a variety of technology media to access and evaluate information.	Individually or collaboratively create technology products and display, publish, or perform them for a variety of audiences.	Use a variety of technology media to access and critique information.	Identify and define authentic, real-world problems and significant questions for investigation.
	Locate and evaluate resources in terms of their usefulness and validity for research.	Select and utilize multiple programs and use appropriate presentation skills to present designed layouts to peers.	Identify real-world issues and analyze technological resources for developing and refining questions for investigation.	Generate and critique information from credible sources, citing sources of information correctly and demonstrating the importance of avoiding plagiarism.
		Recognize and apply the correct use of word processing skills using various technological resources.	Analyze and synthesize multiple sources and points of information.	Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for the newspaper's specific purpose and audience.
		Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for the specific purpose and audience for the yearbook.	Demonstrate awareness of ethical issues when addressing social, cultural, and political issues through print and non-print journalism.	Create and ask clear interview questions to guide a balanced and unbiased information-gathering process.

Standard 3: Demonstrate creative thinking in the design and development of innovative technology products.				
Benchmark A	Communicate information and ideas effectively to an audience using technology.	Exhibit a positive attitude toward using technology that supports collaboration, learning and productivity.	Communicate information and ideas effectively to multiple audiences using a variety of media and formats.	Demonstrate fundamental knowledge and application of production skills for varied mass communication documents or electronic media.
	Individually or collaboratively create media-rich products and display, publish, or perform them.	Locate, organize, analyze, evaluate, and synthesize yearbook information from a variety of sources and media and use this information in a legal and ethical manner.	Demonstrate proficiency using technology tools and resources pertaining to various mediums for effectively exchanging information with a variety of audiences in media-rich formats.	Build on prior learning and experience to apply knowledge and skills in a variety of journalistic enterprises.
	Organize multiple sources of information into a format that is easily understood by others.	Demonstrate understanding of the concept of acceptable use of copyrighted materials and how disregarding intellectual property affects others.	Integrate multiple sources of information presented in diverse formats and media in order to make informed decisions and solve problems.	Create and utilize a variety of media formats that include media convergence, internet and evolving technologies, podcasts, blogs and digital school newspapers.
		Share knowledge and skills with other individuals to create visually-appealing collaborative works.	Appraise thoughtfully diverse perspectives and summarize points of agreement and disagreement.	Analyze and use elements of graphic design to develop visual presentations that reinforce and enhance written messages with special attention to typography and layout.
			Qualify or justify views and understand and make new connections in light of the evidence and reasoning presented.	