

DRAFT COPY

Photojournalism Standards

Standard 1

MEDIA AND SOCIETY

Students produce photographs that reflect an understanding of the significance of media in society, and of legal and ethical standards as they relate to student media formats.

History

1.1 Understand the history of the development of the camera and film, and the use of photographs in recording the history of the times.

1.2 Analyze the role of student photojournalists in the total school curricular and extracurricular programs.

Law

1.3 Apply knowledge of First Amendment Law as students endeavor to photograph the students and events of the school for the stories of the year in visual reporting.

Ethics

1.4 Apply standards of fairness, objectivity, and honesty in shooting and editing photographs, and in the captions that accompany them.

1.5 Analyze/critique ethics of the use of images in professional publications and how that might apply to student publications.

Standard 2

MEDIA ANALYSIS

Students analyze the role of photojournalists, both professionally and in a high school setting, and plan for media photo coverage in various formats.

Communication Process

2.1 Evaluate photojournalism coverage in school and the local community.

2.2 Plan coverage for high school media formats from various points of view and utilize news values in deciding upon subjects to be photographed.

Balance and Fairness

2.3 Recognize honest and distorted messages possible through visual reporting and the use of photographs in student media formats.

2.4 Analyze and evaluate student media for objective/subjective visual reporting.

Standard 3

WRITING: WRITING PROCESS/APPLICATION

Students write for student media. Students demonstrate a command of standard English, the writing process, and journalistic style and consistency.

Grammar and Mechanics of Writing

3.1 Demonstrate control of grammar, diction, sentence and paragraph structure, consistent use of verb tenses, and an understanding of English language.

3.2 Produce writing that shows understanding of spelling, grammar, and writing.

Research Methods

3.3 Develop techniques appropriate and effective for obtaining the background information for captions and copy that will accompany the photograph.

3.4 Incorporate a variety of credible research methods, including personal interviews, text and electronic resources to gather information.

Editing, Revision

3.5 Evaluate writing with suggestions for improving content information, organization, tone, type, and clarity.

3.6 Revise, edit, and proofread. Apply conventional editing marks to proofread copy. Use a style manual to assure consistency.

Writing Style

3.7 Write objective captions that use a variety of creative lead-ins and organizes material to inform the reader.

3.8 Write introductions, closings, and transitions to link and expand the message from photographs with stories and captions that

- *organize material to adequately inform reader
- *cite attribution for sources of information
- *are adequately researched
- *use a variety of creative leads to interest the reader

Standard 4

ACQUIRING CONTENT

Students learn the technical skills of shooting, processing and preparing the photograph for various media formats.

Shooting the Image

4.1 Understand the role of lighting and the control of light when deciding upon camera settings to produce the best image

4.2 Understand and practice the different composition elements including framing, leading lines, use or repetition and patterns for composing the picture.

4.3 Explore the different camera settings that might be used to produce different points of view or perspectives through the control of focus and subject action.

Producing the Image

4.4 Understand the materials and processes used to bring the image to a form that can be used for the school's media format.

4.5 Edit the photograph for Rule of 1/3s, elimination of dead areas in photograph, darkening or lightening areas for the best visual image.

Placing the image

4.6 Understand the process/processes of placing the photograph into a form that can be published with the equipment available to the school.

Standard 5

MEDIA DESIGN PRINCIPLES/APPLICATIONS

Students explore use of design elements, principles, and visual concepts in student media formats through hands-on experience.

5.1 Locate and evaluate pages for publication that use effective design principles with the use of

photographs to enhance readership and understanding, and adapt these professional models for use in student media formats.

5.2. Follow established design principles to design photo pages to enhance visual appearance of student media.

Standard 6

MEDIA TECHNOLOGY

Students learn to use equipment necessary to produce a story-telling photograph for student media formats.

6.1 Understand the mechanics of the camera and learn the terminology and function associated with the different parts.

6.2 Use the equipment that can produce an image in a form that can be used in a student media formats.

6.3 Study current technology specific to recording and publishing photographs to stay abreast of more cost efficient and improved quality methods for student publications.

Standard 7

MEDIA LEADERSHIP AND MANAGEMENT

Students will utilize interpersonal communications, business techniques and leadership skills to manage a staff of photographers and maintain equipment and supplies.

7.1 Develop organizational, management, and leadership skills appropriate to the role of photographer and photography editor on student media formats.

7.2 Devise and execute a plan to finance and manage a budget for photojournalism supplies, equipment, and software

7.3 Develop a chart of coverage to incorporate the total school population, including sports, extracurricular, co-curricular and curricular activities within and outside of the school.

January 2006

