

## ARC Week at Glance Journalism (Ms. West)

**Topic:** Spring Production

**Course:** Journalism

**Grade:** 9-12

**Dates:** March 10-14

Note: For lesson resources, handouts, etc., please see our Canvas Course.

	<b>Learning Target (I am learning about...)</b>	<b>Criteria for Success (I can...)</b>	<b>Activation/ Instruction</b>	<b>Collaboration/ Guided Practice</b>	<b>Independent Learning/ Assessment</b>
<i>(Include at least one/two formatives*in any part of the lesson as needed)</i>					
<b>Monday</b>				LFH: Journalist <b>Infographic</b> Projects Completed	<b>Journalist Projects Due</b>
<b>Tuesday</b>				Sub Plans – Article Analysis Handout	
<b>Wednesday</b>	I am celebrating final page submissions	I can <ul style="list-style-type: none"> <li>• Work as a team to complete challenges &amp; write headlines for each challenge</li> </ul>	Fireworks Moment _ YBA final submissions  10 minutes of tagging	Yearbook Games & Headlines to celebrate final submissions	Headline <b>Writing Tasks</b>
<b>Thursday</b>	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> <li>• Design a marketing pitch to sell our final yearbooks</li> <li>• Design a marketing poster</li> <li>• Design a marketing social media post</li> <li>• Design a marketing “video announcement”</li> </ul>	10 minutes of tagging  Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – <b>Design Templates</b> completed today	Marketing Check Ins

<b>Friday</b>	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> <li>• Design a marketing pitch to sell our final yearbooks</li> <li>• Design a marketing poster</li> <li>• Design a marketing social media post</li> <li>• Design a marketing “video announcement”</li> </ul>	10 minutes of tagging  Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcement – <b>Script Writing</b> & Practice Day	Marketing Check Ins
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Literacy Tasks

Minor Assessment

Major Assessment