

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.

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

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

Minor Assessment

Major Assessment