

COURSE DESCRIPTIONS

COMMUNICATION/MEDIA ARTS

(Classes for major students and elective courses for students from other magnets)

Journalism 1/Intro to Mass Communications (42313111)

Grade level: 9th

Prerequisite(s): None

This course provides an overview of the mass communications field with an emphasis on journalism and news media. The course examines the various forms of mass media, advertising/public relations, journalism ethics, the mass media's influence on society, and relevant legal issues, among many other topics. This class is required for all CMA students.

Availability: Open to all magnets.

Desktop Publishing (Listed as Eng Graph Arts/Desktop) (42338011)

Grade level: 9th

Prerequisite(s): none

Students will learn the elements and principles of design and learn to apply them using various software tools, including Adobe In Design, Adobe Photoshop, and Adobe Illustrator. Students will practice headline and caption writing, as well as learn advertising strategies. Students will experiment with multimedia tools such as video editing software as time permits. This course prepares students for upper-level CMA courses such as Yearbook and Newspaper, but also introduces students to software used in Broadcast Journalism and Multimedia.

Availability: The course is open to other majors permitting computer availability.

Journalism 2 (Journalistic Writing) (42323111)

Grade level: 10th

Prerequisite(s): Journalism 1

This course is a prerequisite for yearbook, newspaper, and broadcasting. It may be taken concurrently with those classes. Students learn how to write news, features, and editorials. They also learn how to develop a sense of what is newsworthy, an understanding of journalism ethics and the responsibilities of journalists and the publications and news outlets for which they write. Students also learn copy editing and broadcast writing skills.

Availability: Open to all magnets.

Broadcast I (Listed as Broadcast Journalism 3) (42331411)

Grade level: 10th-12th

Prerequisite(s): Journalism 1 & Journalism 2 (can be concurrently enrolled); Oral Communication and Debate (can be concurrently enrolled).

Listed as Broadcast Journalism 3, 42331411

The basics of video editing and broadcast journalism are introduced in this class. During the second semester, students will produce news stories to be aired on Manual's weekly TV show Manual AM using digital video cameras and Adobe Premiere Pro editing software.

Availability: Open to CMA students only. Class size limited to 15 due to equipment availability.

Broadcast II (Listed as Broadcast Journalism 4) (42341411)

Grade level: 11th-12th

Prerequisite: Broadcast I

During the first semester, the seniors in this class will produce news stories to be aired on Manual's weekly TV show Manual AM. During the second semester, students will focus on creating short documentaries about local issues.

Availability: Open to CMA students only. Class size limited to 15 due to equipment availability.

Creative Video Production (Listed as Film & Video Editing) (45803541)**Grade level: 11th – 12th****Prerequisite: none**

Students will learn the visual language of video with the goal of producing their own creative video projects, including short films, public service announcements, parodies, and music videos. Students should expect to do a lot of challenging analytical and reflective writing for this class. Class size limited to 15 due to equipment availability. Open to all students but CMA juniors & seniors get priority.

Film Studies (Course Number TBD)**Grade level: 11th – 12th****Prerequisite: none**

Students will learn the methods of viewing a film critically while fostering an ability to appreciate and analyze various films from different eras and genres. While the course will focus primarily on American film, students will encounter films from other cultures, namely European. Students will analyze films, review them with a critical eye, and write extensively about the films they watch, compare films from different cultures, eras, and genres. Also students will engage in regular Socratic-style discussion with other class members on a regular basis. Open to juniors and seniors from all magnets.

Yearbook I, II, and III (Listed as Yearbook, 42320711; Yearbook 2, 45837441; and Yearbook 3, 45837541)**Grade level: 10th-12th****Prerequisites: Desktop Publishing, Journalism 2 (can be concurrently enrolled). Qualifying experience may be substituted for prerequisites at instructor's discretion.**

Yearbook is both an elective course and extracurricular activity for high achieving; self-motivated students who seek to continue the yearbook's national award-winning achievements. Students must go through an application and interview procedure, and once accepted, they can apply for a variety of positions from business manager to editor-in-chief. It operates as a real business that gives students practical experience in print media and marketing. Students compose, construct, and edit all elements of the book, including writing copy, taking photos, and designing pages. In addition, students perform clerical operations, sell advertising, conduct interviews, and poll students. Extensive after-school time is required from each student; the minimum is four hours a week after school on Wednesdays. Students attend a summer retreat and boot camp, as well as weekly summer planning meetings. Availability: Open to all magnets, sophomore level and above. CMA students get first priority.

Newspaper I and II (Listed as Journalism 3, 42333111 and Journalism 4, 42343111) Grade level: 10th-12th**Prerequisites: Desktop Publishing, Journalism 2 (can be concurrently enrolled).**

Students in this course will produce Manual's award-winning student newspaper, *The Crimson Record*, monthly. Production requires students be responsible for all aspects of the newspaper, including interviewing, writing copy, taking photos, selling advertising, designing layout, and performing public relations and marketing duties. After school-time is required, with flexible scheduling. Students must go through an application and interview procedure, and once accepted, will be invited or will apply for various staff positions. Qualifying experience may be substituted for prerequisites at Newspaper Instructor's discretion. Availability: Open to all magnets, sophomore level and above.

Photojournalism I and II (42350511)**Grade level: 10th-12th****Prerequisite(s): none**

This course focuses on learning how to shoot with single lens reflex (SLR) digital cameras, learning composition and how to use the camera's creative modes (manipulating shutter speed, ISO, and aperture). Using Canon Rebel SLRs and an array of lenses, students shoot sports, news, feature, and portraiture photography. Student work is featured in the yearbook, newspaper, and the online student publication. Second year students will focus on independent photography projects. Having your own SLR camera is a plus but not required. Up to eight students will intern with the Kentucky Derby Festival in the spring. Prerequisites: None. Availability: Open to all magnets, sophomore level and higher. Upperclassmen and CMA students have priority. Class size limited to 19 for Photojournalism I, and 12 for Photojournalism II.

Oral Communications/Debate (42351311)**Grade level: 9th-12th****Prerequisite(s): None**

Students will learn the fundamentals of public speaking, create and perform several different kinds of speeches, and become versed in persuasive speaking and debating.

Availability: Open to all magnets. This class is a prerequisite for Broadcast Journalism.

Multimedia (Listed as Writing Comp/Desktop Publishing) (42327111)**Grade level: 11th – 12th****Prerequisites: Desktop Publishing, Journalism II (can be concurrently enrolled).**

Students will get hands-on experience in reporting and producing stories for the twenty-first century media environment. Students write and adapt stories for an online audience at manualredeye.com using non-linear storytelling methods, utilizing professional multimedia software. Projects and activities will include: blogging, audio slideshows, podcasting, and assembling video, audio, still pictures, text, and graphics together in a complete multimedia package for web publishing. Availability: Open to all magnets, sophomore level and higher. Upperclassmen and CMA students have priority. Qualifying experience may be substituted for prerequisites at instructor's discretion. In particular, students with computer programming/web development experience for webmaster and technical support positions can bypass prerequisites — see instructor.