

# Digital Media Class Lesson Plan for Middle & High Schools



The Digital Media Class is the more than a modern day newspaper club.

**Goal:** To empower students to express themselves and promote their school while improving communication and involvement with parents.

**Objective:** To teach students Language Arts, STEAM, and career readiness skills that utilize modern technology and Internet followers as encouragement.

## 17 Week Lesson Plan

1	Power of the Press - Goals and Objectives
2	Introduction to Journalism
3	Team Building & Club Roles
4	Getting in Sync - Collaboration, Project & Time Management tools
5	Brainstorming/Design Thinking Process
6	Writing Objective, Informative Articles
7	Creating a Blog
8	A Picture is Worth 1000 Words, Digital Photography Basics
9	Do's and Don'ts of the Internet, Privacy, Copyrights
10	Conducting an Effective Interview
11	Tools of the Trade - Getting Techie
12	Connecting with Your Audience - Twitter, Instagram, Pinterest
13	Videography Basics & Techniques
14	Your Opinion Counts, Starting a Column
15	Marketing and Promotion using Social Media
16	Digital Storytelling
17	Film and Image Editing

Each topic includes a detailed week-long lesson plan for teachers

## Suggested Weekly Lesson Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
<b>Instructional</b>	<b>Think Outside the Box</b>			<b>Make it Real</b>
I Do / We Do / You Do				Blog it! Tweet it!

**Commitment:** DesignedByYouth provides training to teachers, ongoing support and development of new up-to-date curriculum.

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