

Weekly Outline **Suggested Mod 7**

Week of: _____

Topic Name: **Words and Writing**

Objectives:

- To know to write a story/personal story/interest profile
- To understand the importance of a lead and the different leads to use
- To know how to write copy with lead-quote-transition format
- To know how to write great captions
- To be able to write create headlines

Possibly Lessons:

Day 1: Video/PowerPoint of Mod 7, Part 1 with Follow-up handout and discussion (**Located in PowerPoint and Video AND Handouts Mod 7 Words and Writing**). Read and discuss Mod 7 Part 1 Interviewing. Review Walsworth Interviewing Handout. Complete Part 1 Interviewing handout.

Day 2: Handout and discussion of interviewing. Use **Mod 7, Part 2** to help with understanding interviewing.

Days 3-6: It is time to understand the importance of lead and copy writing. Use **Mod 7: Parts 3, 4, 5, and 6 Lead and Copy Writing**.

Day 7: Video/PowerPoint of Mod 7, Part 2 with Follow-up handout and discussion (**Located in PowerPoint and Video AND Handouts (Headline and Captions) Mod 7 Words and Writing**). Complete **Mod 7, Part 7 Headline Magazine** handout.

Days 8-11: There are four more exercises on headline writing. Complete **Mod 7, Parts 8, 9, 10, 11** on headline writing. Work on headline styles, rules, and complete body copy.

Days 12-14: Work on captions with **Mod 7, Parts 12, 13, 14**. Learn the correct way to write captions.

Day 15: Work on alternative copy with **Mod 7, Part 15**. Learn a different way to present copy to your readers.

Day 16: There are two traditional quizzes. One quiz is **Mod 7 Part 1 Interviewing and Copy Writing**, and the other one is **Mod 7, Part 2 Headline and Captions**. You can find these three quizzes in the **Evaluation Folder**.

Mod 17: Assessment and Review both Student and Teacher Version (**Assessment Folder**) What I Learned (**Assessment Folder**).

Additional work if Wanted or Needed: In the **Resource Folder**, you will find various spreads and additional tips on writing interviews, copy, headlines, and captions.

Resources:

Yearbook Suite-Writing

Insider Interview; Good Interview

How to develop yearbook body copy