



## COMMUNICATIONS

Assumption's Communications Pathway empowers students to become confident, creative, and effective communicators across a variety of media. Through dynamic coursework such as DC Public Speaking, Broadcast Journalism, Yearbook Journalism, and AP Seminar & AP Research, students develop essential skills in writing, speaking, storytelling, and critical thinking.

Students also explore the visual side of communication through hands-on courses like Graphic Design I & II, Intro to Digital Arts, and Digital Photography I & II. Whether producing a broadcast, designing a publication, or competing in Speech & Debate, students in this pathway gain real-world experience and a strong foundation for careers in media, marketing, journalism, and beyond.

### **PATHWAY COURSES:**

#### **DC PUBLIC SPEAKING**

This course investigates the communication process, speech preparation, and execution. It will help students become critical, discriminating listeners. Students will gain confidence as they organize, deliver, and evaluate various types of speeches: personal experience, demonstration, informative, persuasive, impromptu, and special occasion. Students in DC Public Speaking may earn dual credit.

#### **INTRO INTO DIGITAL ARTS**

Introduction to Digital Arts introduces students to the basics of both graphic design and photography. The course focuses on developing ideas and creating both designs and photography that address the elements and principles of art. Photographs will be taken on cell phones and emphasize composition and what makes a "good" photo. Designs will center on the iterative design process. In order to complete projects students will learn to navigate in Adobe Illustrator and Photoshop.

#### **BROADCAST & DIGITAL MEDIA**

This course expands upon concepts studied in Journalism I: Media and runs as a hands-on experience allowing students to explore the many different skills within broadcasting, video productions, and digital media. Students will produce school news broadcasts and video projects including social media posts, public service announcements, multimedia storytelling, and more. Students will publish the online news website, *RocketLaunch*. Students have access to a wide variety of technology, including cameras, audio mixers, video editing software, live production video switchers, and more. Students use course content to become knowledgeable consumers and producers of media. If the student chooses, she can travel to the national high school journalism convention during the fall semester. Students can opt to take this elective for two years.

#### **YEARBOOK JOURNALISM**

This course expands upon concepts studied in Journalism I: Media and focuses on advanced copywriting and editing, photography, layout and design, and ad design. Students publish the school yearbook, *The Rosecast*, using the program Encore. They will also be able to use Photoshop and digital photography skills. Students are required to put in hours after school and on weekends for photo shooting assignments as well as sell some advertising. Students are required to return after graduation to complete final yearbook spreads. While they are not required, graphic design and photography courses will contribute to the students' skills needed for publication production. The class is unique because it runs as a staff as opposed to a more traditional classroom. Students will use the class as a workshop to complete their work for the publication. If the student chooses, she can travel to the national high school journalism convention during the fall semester. Students who elect to take this course will apply for a desired position on the staff and will be evaluated according to the individual job description of that position. Experience, other pertinent coursework, and performance in Journalism I are all items that contribute to obtaining leadership roles on the publications staff.

## **PATHWAY COURSES:**

### **DIGITAL PHOTOGRAPHY I & II**

These courses offer a comprehensive journey into the art, technique, and creative expression of digital photography. Digital Photography I introduces students to the fundamentals of photography, including camera operations such as aperture, shutter speed, and semi-automatic functions, all using professional-grade cameras. Students learn to edit images using Adobe Photoshop, explore various file formats, and focus on composition to create visually compelling photographs. Projects include portraiture, action, landscape, and nature photography. Digital Photography II builds on these skills with an emphasis on shooting in full manual mode and refining artistic voice. Students deepen their understanding of composition and lighting, explore experimental techniques, and enhance their editing skills using both Adobe Photoshop and Lightroom. Through critiques, field trips, and a studio-based approach, students create a digital portfolio and exhibit their work throughout the semester.

### **AP SEMINAR**

AP Seminar is a foundational course that engages students in cross-curricular conversations that explore the complexities of academic and real-world topics and issues by analyzing divergent perspectives. Using an inquiry framework, students practice reading and analyzing articles, research studies, and literary and philosophical texts; listening to and viewing speeches, broadcasts, and personal accounts; and experiencing artistic works and performances. Students learn to synthesize information from multiple sources, develop their own perspectives in written essays, and design and deliver oral and visual presentations, both individually and as part of a team. Ultimately, the course aims to equip students with the power to analyze and evaluate information with accuracy and precision in order to craft and communicate evidence-based arguments.

### **AP RESEARCH**

This course is the second course in the AP Capstone Diploma Program. Students design, plan, and conduct a yearlong research-based investigation using a variety of research methods from multiple perspectives. The project can build on a topic, problem, or issue covered in AP Seminar or on a new topic of the student's choosing. At the end of the project, students will submit a 4,000-5,000 word academic paper as well as complete a presentation and oral defense of the research findings to a panel. Students complete research ethics training and employ ethical practices in their research processes. The academic paper and presentation and oral defense components contribute to the overall AP Research score.

## **CLUBS & INVOLVEMENT**

- Complete your job shadow experience with a professional in journalism or communications—such as a reporter, editor, public relations specialist, broadcaster, or content creator—to gain firsthand insight into media production, storytelling, and communication strategies.
- Attend career-related RTI sessions that introduce students to the dynamic fields of journalism and communications, including media trends, ethical reporting, and digital storytelling.