

Food Innovations and Media

Food Innovations and Media is a one-credit course taught in grades 9-12. This course is designed to introduce students to the process of developing new food products for marketing, or adapting traditional ones to meet specific nutrition and marketing needs, and to follow consumer trends while utilizing a variety of technology. Course content provides opportunities for students to explore global food systems; examine trends in food processing and food innovations; research influences on purchasing behavior of consumers; develop and analyze recipes for new food products through experimental food labs; apply social media and digital design techniques, photographic styling applications, and journalism skills; and explore career options in this specific food industry.

Family, Career and Community Leaders of America (FCCLA), an integral part of the curriculum, provides opportunities to apply instructional competencies and workplace readiness skills, enhances leadership development skills, and provides opportunities for community service.

Food Industry and Media

Students will:

1. Research various ways different media and retail outlets cover the food industry.
2. Explore ways to adapt food related subjects to print, Web, radio, and TV outlets.
3. Describe major trade publications and food magazines distributed in the food industry.
4. Identify professional organizations involved in the food industry.

Global Food Supply

5. Analyze factors in globalization and how they apply to the food industry.
6. Demonstrate knowledge of global food policy.
7. Define the concept of food systems.
8. Analyze agricultural challenges within food systems to determine ways to improve the quality of life and standard of living for the world's population.
 - a. Analyze national and international food production and distribution systems to determine the influence of each on the food supply.
 - b. Interpret legislation and regulations related to food production and consumption.
9. Research and assess food safety management system requirements.
10. Determine emerging social issues as they apply to ethical food choice.

Communication and Digital Media in the Food Industry

11. Identify types of digital food marketing strategies the food industry uses to influence consumer behavior.

12. Analyze the impact of various marketing strategies on the possible health issues of children, youth, and adults.
13. Evaluate how digital marketing impacts the food consumption of children, youth, and adults.
14. Assess how the use of multitude interactive devices and platforms impact how companies use these outlets to promote their products.
Examples: social networks, interactive games, blogs, mobile phones, online videos, and virtual worlds, etc.
15. Identify unique digital marketing techniques used to entice consumers.
Examples: infiltrating social networks, creating immersive environments, location based and mobile marketing, collecting personal data, and studying and triggering the subconscious.
16. Research management and marketing challenges facing food businesses in today's society.
17. Determine types of E-commerce used in the food industry.

Food Journalism

18. Explain the history of food writing and its evolution.
19. Describe why food journalist regard food not only as a substance, but also as a cultural phenomenon.
20. Identify visual language cues and terminology associated with food writing.
21. Interpret food stories in various types of publications, broadcasts, and digital platforms within the food environment.
22. Practice techniques of conducting interviews to collect information for writing food articles.
23. Examine forms of food writing used to promote the appreciation of the art of writing as it pertains to food and food culture.
24. Research and address media laws covering areas such as libel, contempt of court, privacy, and copyright that impact food writing.
25. Utilize the journalistic writing process (i.e. identify purpose, work with deadlines, conduct research, how to take notes and document sources) in food writing.
26. Practice various ways of gathering and writing food related news utilizing technology.
27. Produce and use digital media in food storytelling.
28. Create food writings for a variety of audiences and purposes including feature and editorial news.
29. Create a digital file of food journalism experiences.

Food Product Development

30. Determine current trends and future trends forecasted by the food industry.
31. Analyze new ingredients and technologies used in creating new food products.
32. Evaluate the marketability of a new food product.
33. Develop a food product to meet a specific goal, design the package, and create a marketing and distribution plan for the product.
34. Demonstrate practical experiments in sensory evaluation of food products.
35. Judge the quality of food products, including taste, texture, aroma, and appearance.
36. Practice food safety in food production, handling, service, and storage.

Food Styling

37. Determine the duties and responsibilities of a food stylist.
38. Identify tools of the trade used by food stylists.
39. Research and examine food styling techniques and tricks in order to apply knowledge of how to create various set environments with a pleasing composition, including props and accessories to be used for photography or video.
 - a. Apply principles and elements of design to increase aesthetics and profitability of a culinary setting.
 - b. Research factors to be considered when planning a scene, including current food trends.
40. Demonstrate a variety of creative food styling and presentation techniques.
41. Utilize technology in food styling and photography.
42. Plan artistic food displays for food styling and photography for different media.

Food Photography

43. Define the concept of food photography.
44. Explore various aspects of food photography to include lighting techniques, concept development, working with food, styling a photo shoot, presentation, and editing the presentation.
45. Produce an on location and/or in-studio food spread utilizing a digital camera.
46. Utilize various technologies to edit, layer, and manipulate images to create professional photos.
47. Produce newsworthy picture stories by uniting image making and writing skills.

Careers and Technology

48. Investigate various careers opportunities, credentials, and entrepreneur endeavors related to the food industry, food journalism, product development, food styling, and photography.
49. Research up-to-date knowledge of technological developments and its impact on the practices of the food industry.