

# Media Arts 8

## Mr. Schellenberg

### Course Overview:

This course provides an exciting look at the impact of the media in our society. Student will learn about the different ways they are impacted by media and how they can become independent thinkers in this area. The impact of growing up on-line and what that means will be investigated. Student will learn the basics of video production and work in production teams to create a short video production.

### Outline of Course content and skills:

In the area of **knowledge**, the students will:

- explain how various media texts address their intended purpose and audience
- explain why different audiences (e.g., with respect to gender, age, nationality, ability/disability income level) might have different responses to a variety media texts
- identify who produces various media texts and determine the commercial, ideological, political, cultural, and/or artistic interests or perspectives that the texts may involve
- explain how individual elements of various media forms combine to create, reinforce, and/or enhance meaning
- identify the conventions and techniques used in a variety of media forms
- explain how they help convey meaning and influence or engage the audience

In the area of **Skill**, the student will:

- interpret increasingly complex or difficult media texts, using overt and implied messages as evidence for their interpretations
  - evaluate the effectiveness of the presentation and treatment of ideas, information, themes, opinions, issues, and/or experiences in media texts
  - demonstrate understanding that different media texts reflect different points of view
- produce a variety of media texts of some technical complexity for specific purposes and audiences, using appropriate forms, conventions, and techniques

In the area of **attitude**:

- communicate ideas/critiques in a positive manner within the production group.
- cooperate with peers during production process.
- develop open/flexible attitudes toward others' freedom of expression.

-be adaptable/flexible during production process -- where many changes/improvisations may be necessary.

-develop responsible attitudes toward production decisions.

-demonstrate responsible attitudes towards maintaining and safeguarding equipment. -respect and accept others views/opinions in production.

-accept and value all the arts and their importance and inherent connection to video production.

### **Procedures for Assessment and Evaluation**

The teacher will use a variety of assessment methods in order to effectively evaluate the students. These will include self-evaluations, teacher observations, peer evaluation/observations, classroom tasks, written tests, out of class assignments, performance tasks, and a criterion referenced checklist of skills. Due to the importance of group work in this course attendance will be a vital component in a students success.

Written Assignments	25%
Video Analysis	25%
Major Project (each term)	25%
Tests, Labs and Quizes	10%
Attendance/Participation	15%
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