Welcome!

Media Arts 11/12 Course Outline

Instructor: Mrs. O’Brien

Class website:  
www.mrsobrien.weebly.com

**Classroom expectations:**

1. Be here (on time)
2. Come to class prepared
3. Exercise Politeness
4. Listen when others are speaking
5. Respect differences
6. Participate in class
7. Be open –minded
8. Discover your sense of humor
9. Challenge yourself
10. Clean-up after yourself
11. No food or drink in class
12. No cell phones
13. Take care of media supplies
14. Be civilized
15. Think ethically

You have decide to take (possibly the best course ever) Media Arts!

**COURSE REQUIREMENTS AND MARKING**

All coursework will be evaluated on the following:

* Technical Skill
* Creativity/Growth
* Meaning

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| --- | --- |
| Media Arts 11 | Media Arts 12 |
| 10% Art Critiques  90% Projects | 10% Art Critiques  75% Projects  10% Portfolio  5% Portfolio Presentation |

Media Arts is the intersect of culture and digital art. In order to fully appreciate the depth of the content that you are about to engage in, you will be focusing on different media arts technologies and how these help develop history and our personal “story.”

The course will be broken into **four distinct parts:** Photo, Video, Digital Art, and Journalism. In each unit you will learn medium-specific content and practical skills.

*\*See attached Course Timeline for more information.*

**REQUIRED MATERIALS:**

* **Students are encouraged to bring a USB storage device to back-up their work**
* Digital cameras will be provided for student use, but may not be taken home unless a parent permission form is filled out. Students are encouraged to use their own digital camera if they have one, but specific functions are required.
* Some projects may incur printing costs at the expense of the student. Costs will be kept minimal and optional dependent on project choice.
* Students may be required to complete projects outside of school time to facilitate a wider exposure to photographic techniques and possibilities.

**COURSE TIMELINE:**

**Media Arts Timeline 2015**

1. Introduction to Media Arts curriculum; discussion – “Is Photography Art or Science?”; What is a Media Artist and where is my place in this curriculum?
2. Camera care and camera ethics
   1. Camera Guide assignment
   2. Ethics paragraph
   3. Copyright quiz
3. Elements and principles of design in photography
   1. Scavenger Hunt assignment
4. *Art Critique*
5. The Iron Triangle – Aperture, Shutter Speed, ISO (exposure and white balance),photography terminology
   1. Aperture assignment
   2. Shutter Speed assignment

Photography

* 1. ISO, white balance and exposure assignment

1. Application of aspects so far
   1. “Foot Project”
2. Macro Photography
3. Light Writing
4. Lighting (studio and natural)
5. 25 Photographs portfolios

Film

1. *Art Critique*
2. Introduction to film studies and terminology
3. Angles
4. Storyboarding
5. Plot

Film

1. Elements of film analysis (guidelines)
   1. *Film Analysis essay*
2. Film genre
3. Videography, film editing
4. Film sound track and selection
5. Introduction to digital art
6. Photoshop basics

Digital Art

* 1. MA 12 tutorials
  2. Collage
  3. Photo editing and manipulation tools

1. Illustrator basics
   1. Creating a vector image
2. Tablet drawing
   1. Digital drawing
3. T-Shirt design project / Logo design project
4. *Art Critique*
5. Introduction to Journalism

Journalism

1. Photo journalism basics
   1. Photojournalism project (11s)
   2. Video journalism project (12s)
2. Culture and Media Technology
   1. Cultural analysis project

It is expected that students will:

• evaluate the effect of images developed using two or more media

arts technologies

• analyse the use of media arts technology to solve a specific visual

design problem

• evaluate ethical, moral, and legal implications of using media arts

technology to reproduce and distribute images

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• create media arts images using a variety of design strategies and

image sources, and justify selection

• identify and solve design problems using one or more media arts

technologies

• adjust meaning by manipulating a single image through a variety of

technologies and processes

• develop images that simultaneously challenge more than one sense

It is expected that students will:

• identify the materials, media arts technologies, and processes used in

creating images and given media artworks

• evaluate the effect of the selection of materials, media arts

technologies, and processes on the meaning and purpose of images

• describe the evolution of specific media technologies used to make

images, and predict future developments

• consistently use appropriate vocabulary when discussing media

artworks and associated materials, technologies, and processes

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• use a variety of materials, media arts technologies, and processes

proficiently to create images

• manipulate a combination of materials, media arts technologies, and processes to support intent of media artworks

• use and maintain materials, equipment, and work space in a safe and environmentally sensitive manner

• apply appropriate procedures associated with a specific position in a

production team to create media artworks

It is expected that students will:

• evaluate how the visual elements and principles of art and design are

manipulated to:

- convey a message

- create an effect

- influence personal preference

• analyse symbolic and cultural associations of visual elements and

principles of art and design in media arts

• predict the impact of altering visual elements and principles of art and design in selected media artworks

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• use a variety of media arts technologies to create a series of images

that demonstrate the qualities of particular visual elements and

principles of art and design

• manipulate and justify selection of visual elements and principles of

art and design in order to:

- alter the meaning or effect of images, reflect cultural and stylistic influences, achieve a specific emotional response

It is expected that students will:

• analyse roles that media arts have in reflecting, sustaining, and

challenging beliefs and traditions

• evaluate how content and form influence and are influenced by

historical, social, and cultural context

• justify personal interpretation of and preferences for media

artworks

• demonstrate an understanding of the skills and training needed to pursue media arts careers

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• use a variety of media arts technologies to create images that:

- support or challenge beliefs,

values, and traditions

- incorporate characteristics of

other artists, movements, and

periods in personal style

- reflect historical and

contemporary issues

• select and defend choices of media arts technologies, form, and content to reflect the intended audience and purpose

• develop a presentation of media arts images for a specific purpose

or venue

It is expected that students will:

• analyse how materials, media arts technologies, and processes are

used to affect the meaning of images

• demonstrate an understanding of the evolution of media arts

technology used to make images

• consistently use appropriate vocabulary when discussing media

artworks and associated materials, technologies, and processes

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• use a variety of materials, media arts technologies, and processes to

create images

• apply appropriate materials, media arts technologies, and processes

to achieve their intent in media artwork

• use and maintain materials, equipment, and work space in a safe and environmentally sensitive manner

It is expected that students will:

• critique the use of the visual elements and principles of art and

design in a variety of media artworks

• identify symbolic and cultural associations of particular visual

elements and principles of art and design in media arts

• compare the application of particular visual elements and principles

of art and design in selected media artworks

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• use media arts technology to create images that demonstrate

particular visual elements and principles of art and design

• use media arts technology to manipulate selected visual elements and

principles of art and design in order to:

- alter the meaning or effect of images

- reflect stylistic or cultural influences

It is expected that students will:

• compare the effect of images developed using two or more media

arts technologies

• relate the design of media arts images to content and function

• identify the impact of traditional and modern technologies on image

development and design

• analyse ethical, moral, and legal considerations associated with

using media arts technology for image development

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• create media arts images using a variety of design strategies and

image sources to reach a specific audience or achieve a specific

purpose

• solve a design problem using one or more media arts technologies

• use a variety of media arts technologies and design strategies to

create a series of images focussing on one subject or theme

• create images using sound and movement

It is expected that students will:

• identify roles that media arts have in reflecting, sustaining, and

challenging beliefs and traditions

• analyse how context and purpose influence the content and form of

media artworks

• explain personal interpretation of and preferences for selected

media artworks

• demonstrate an understanding of various career options in the

media arts

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• create images using media arts technology that:

- defend values and traditions

- reflect the characteristics of other artists, movements, and periods

- reflect historical and contemporary themes

• create a media artwork for a specific audience

• evaluate audience response to a presentation of media artworks