media**ARTS**

Brainstorm the word - "media"? What do you get ?

Media is the main means of mass communication (especially television, radio, newspaper, and the Internet). Each of these media is a medium that communicates to its audience - whether it is fiction or fact. In this course, we will be using traditional and modern tools for creating 'art' in order to communicate a message. We will have a primary focus on the process of using photography as our main 'medium' while employing other forms of media in order to achieve the goal of communication with high impact.

COURSE DESCRIPTION

This course emphasizes the development of the knowledge and skills required for the production of interactive media art forms (e.g., interactive art installation, interactive photo/video, websites, simulations, digital art). Students will analyze and evaluate media art works, and will create their own works using a variety of technologies and processes (e.g., computer graphics, photo-imaging, digital photo/video production techniques, and traditional and mixed media art). Students will maintain a portfolio of their media art works through a personal website and published DVD.

Mark Tweedie, Pinhole image

www.grade11mediaartscentennial.weebly.com/

COURSE/STUDENT EXPECTATIONS

Students are expected to come to class on time and prepared with the necessary materials (i.e. Camera equipment where possible, class files...i.e. Photos, pens, pencil, and notebook). It is also expected that students complete and submit work by the deadlines presented in class. If a student misses class, he/she should visit the course website, consult with other classmates or speak to the teacher in order to find out what he/she has missed.

It is the responsibility of the student to make up for missed lessons.

Work not submitted on time will be subjected to a late penalty of 5% per day.

W weebly
Web Creation Made Easy

COURSE TEXTBOOKS/RESOURCES

The nature of Media Arts is that of constant change. The techniques and technology involved in creating modern media are evolving as the world of technology advances. It would not be possible to have one static resource for this program. Our textbook will be a variety of media in art - television, film, radio, software help menus, magazines, pdf documents, websites and photography.

COURSE OUTLINE AND MARK BREAKDOWN

The following units will overlap at times...

Elements and Principles of Art and Photography
Students will explore the concepts of design in both art and photography as the overall basis of production, aesthetics and critical assessment of media artworks.

History of Analysis and Critique
Students will learn about the history of media arts and will also critique projects such as tv, film, photography and mixed media.

Mixed Media Journals
Students will explore preliminary sketching, researching, gathering of visuals and collaging by hand and/or digitally for each major unit. The journal represents 10% of each units mark.

Print/Graphic Design and Digital Art
Students will create several designs including: a poster, digital art, digital magazines, personal production logo and a final personal portfolio DVD jacket and disc cover.

Photography, Film and Photography
Students will learn the basic techniques of pinhole, film and digital cameras, Adobe Photoshop for photo editing, and MovieMaker and iMovie for video editing. Projects will include building a pinhole camera, pinhole shoots, themed photo shoots (film and digital), digital editing techniques (photo and video) and themed photo essays.

On-Going and Final Culminating Activities
Students will produce a culminating portfolio in website and DVD format, showcasing their personal logo, production logo, final designs and video/ photo essay productions. The DVD Jacket & disc design will be included in this mark.

METHOD OF ASSESSMENT & EVALUATION

Students will be assessed and evaluated using rubrics, reflective journals, class critiques- both written and *in class* discussion, teacher observation, quizzes and portfolio process

Course Evaluation: *(The course evaluation is based on a consistency agreement)*

Component				
Term Assessment 100% (overall term value 70%)			**Final Summative Assessment 30%**	
Creating and Presenting *(Creation and Application)*	Reflecting and Responding *(Analysis)*	Foundations *(Theory and Knowledge)*	Final Summative Project	Final Exam Written and Practical
70%	20%	10%	10%	20%

General Principles-
The final 30% should:
- Address the overall expectations
- Address process as well as product
- Produce a solid individual result
- Be integrated work across the strands
- Have a timed component- an exam done during the school exam period
- Have an in-class Performance/Culmination component completed prior to the exam

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OVERALL EXPECTATIONS

By the end of this course, students will:

A1. The Creative Process: apply the creative process to create media art works, individually and/or collaboratively;
A2. The Principles of Media Arts: design and produce media art works, applying principles of media arts and using various elements from contributing arts (dance, drama, music, visual arts);
A3. Using Technologies, Tools, and Techniques: apply traditional and emerging technologies, tools, and techniques to produce and present media art works for a variety of audiences and purposes.
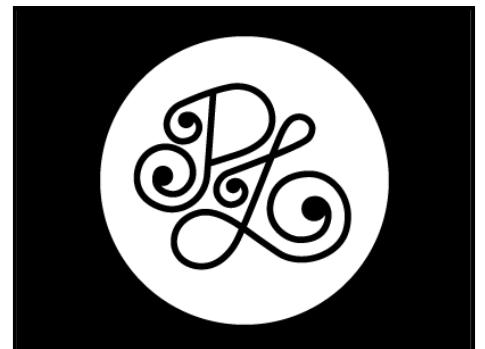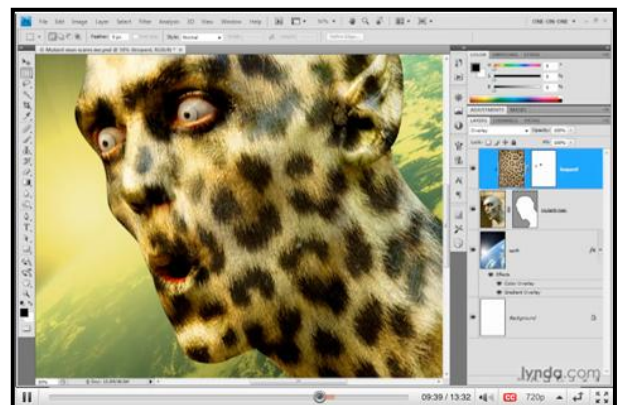
Class Projects

The following projects will be explored this semester…**

1. **Pinhole Photography-** Learn the process and creation of pinhole cameras and photography. Build your own camera and shoot!!!
2. **2 Faves-** Learn the basics of digital photography- go out and shoot!
3. **Moo Cards-** create a set of moo cards with your photography and digital art.
4. **Black & White Photography- Film and Digital-**shoot with b&w film – process your own film and scan to process on the computer….create your own issuu!
5. **Digital Art:** composite image…create an image digitally out of many images.
6. **Digital Photo Art:** start with your favourite image and start layering in Photoshop!!
7. **Personal Logo-** create your own logo that represents you- start sketching then digitize!!!
8. **Personal Production Logo-** bring your logo to life! Create a 15 second movie production with sound.
9. **Summative Personal Portfolio Website-**on-going throughout the semester- your personal scrapbook, portfolio, and writing journal.
10. **Summative Portfolio Movie-** a movie showcasing your entire portfolio work from the semester starting with your production logo, pinhole, artwork, digital art, designs, photography and personal logo…as well as titles, credits and audio.

**projects may be subject to change-time and material permitting

Moo Cards
http://www.tablix.org/~avian/blog/archives/life/

http://www.violette.ca/2011/09/29/whats-moo-with-you-i-got-my-moo-cards/

Film Processing
http://www.youtube.com/watch?v=n2QSK8KhDds

Pinhole Photography
www.diannebos
www.marktweedie.co.uk

Photoshop
http://www.creativepro.com/article/fix-mistakes-photoshop

Digital Art (energy drink)
http://www.tutorialseasy.com/photoshop-tutorials/create-an-energy-drink-ad-design/

Logo
http://patrycjazywert.blogspot.com/

DVD designs
http://www.mediadesignschool.com/courses/graphic-design/student-work/