

## ASM30 Media Arts

**Board:** Toronto District School Board      **School:** R.H. King Academy  
**Curriculum Leader:** M. Tufford      **Teacher:** M. Tufford

**Policy Document:** Ontario Curriculum Grades 11 and 12, The Arts, Ontario Ministry of Education, 2010.

**Prerequisites:** Any grade nine arts credit

### Overview

This course focuses on the development of media arts skills through the production of art works involving traditional and emerging technologies, tools, and techniques such as new media, computer animation, and web environments. Students will explore the evolution of media arts as an extension of traditional art forms, use the creative process to produce effective media art works, and critically analyse the unique characteristics of this art form. Students will examine the role of media artists in shaping audience perceptions of identity, culture, and values. (MOE, 2010)

Unit	Major Themes	Time*
Photography	Elements and Principles, fundamental photographic concepts and theories, exploration of different genres	5 weeks
Digital Design	Intro to various software packages, designing for function, careers in design	5 weeks
Animation	History, storyboarding, character development, stylistic differences	6 weeks

\*Timing for each unit may be change with the interests of the class and current events

### Learning Skills

The content of this course will be delivered using a number of strategies to address the needs of different learners. This will include, but not be limited to, lecture, book readings, discussions, debates, group learning strategies, and media presentations. Throughout the course students will be using a variety of learning experiences, including planning, cooperative work, independent study, film and video, games, discussions and debates, as well as studio based projects. The major focus of this course will be on providing the student with a greater understanding of how the tools of electronic media can be used to explore and solve problems and express complex ideas.

## Teaching/Assessment and Evaluation Strategies

Evaluation of this course will come from completed student assignments, written responses, group and pair presentations, homework, class participation, culminating activities and a final project at the end of the course. These methods of evaluation will be based on the assessment procedures given below:

<b>Course Work:</b>	<b>Knowledge and Understanding</b>	<b>16%</b>
	<b>Thinking</b>	<b>16%</b>
	<b>Communication</b>	<b>16%</b>
	<b>Application</b>	<b>22%</b>

**Included in the 70% of course work will be an independent project with a value of 10% of the total course work.**

**Summative Evaluation:** The Summative evaluation for the course will consist of a final media arts project and an essay that will connect the project to the course content delivered through the semester. The final project is 20% and the essay is 10%. The two aspects of the Summative evaluation will cover all the learning skills listed above.

**Independent Study:** For the independent study project students will research and investigate contemporary artists working in the Media Arts (i.e. video, photography, computer animation, interactive art, etc...) and prepare a report and presentation on their chosen artist. The independent study project will be worth 10% of the student's final mark.

## Classroom Expectations

Success in this course is dependent upon good attendance and work ethics. Students are responsible for any classes and work missed. Assignments must be handed in on time and completed to the best of the students' abilities.

## Course Fees and Expenditures

Unlike other art course a materials fee will not be collected from students. **However, students will need to print photographs and some other artworks for submission, or they may need materials specific to their project. Students are expected to cover these costs and if they are unable they must speak with the teacher to make other arrangements.**

## Participation

It is expected that each student will contribute in all class or group discussions. Speaking and Critical Thinking are crucial for success in this class. Use every opportunity to think about the issues and state your opinion.

## Attendance

It is important that you attend each class. Much work is covered on each day. If it is necessary that you be absent please inform me in advance if possible, and catch up with the missed work as soon as possible. Remember, a classroom buddy who will collect the missed work is a great idea! Get their phone number!

## **Plagiarism**

Plagiarism is defined as any use of words or ideas that are not your own and that are not properly referenced. Any persons proved guilty of plagiarism will be given a mark of ZERO for that assignment. This penalty applies to all persons handing in work that is identical to another student, whether they are copied by the person or copied from the person.

## **Late Assignments**

Assignments are expected to be handed in on the due date given and once an assignment is marked and handed back to the class no more will be accepted for marking. If known before hand that a test, presentation or other evaluation must be missed, please arrange with the teacher a new time to complete the evaluation. Tests missed without notice will only be allowed to be made up if the teacher is presented with a doctor's note. **Late assignments may have a maximum of 5% per day late deducted from the overall mark.**

## **Term Grades for Provincial Reports throughout the Year**

The grade for each term will be determined using a marking program that will evaluate the grade based on the assignments and evaluations that have been conducted to that point in the course. This will be a preliminary and tentative evaluation. While term evaluations will be based on the most consistent level of achievement to that point in term, some of the Overall Expectations, strands and units will not have been addressed and the student's grade will likely change when the entire body of work is evaluated at the end of the course. Marks will be made available to students at significant points throughout the semester.

## **Communication**

Should students have any problems please feel free to come and visit me at any time or make an appointment. I will be available in B63, the Art Office, by telephone through the school at (416) 396-5560 extension 20100, or via e-mail @ [mark.tufford@tdsb.on.ca](mailto:mark.tufford@tdsb.on.ca).

### ASM30 Course Evaluation Plan

The accompanying chart breaks down the major course work by unit, task and due date. Use this plan for future assignments and to calculate your achievement.

<b>Unit 1: Photography</b>	<b>Achievement Chart Focus</b>	<b>Due Date</b>
Elements of Design	K, C, T, A	
Photographer Research Report and Presentation	C, T	
Self Portrait	C, A, T	
Photo Essay	A, T, C	

<b>Unit 2: Digital Design</b>	<b>Achievement Chart Focus</b>	<b>Due Date</b>
Fantasy Landscape	A, K, T, C	
Exploring Text in Design	K, A, C	
Free Design	A, K, T, C	

<b>Unit 3: Animation</b>	<b>Achievement Chart Focus</b>	<b>Due Date</b>
Storyboard for a short animation	A, K, T	
Animation Tutorials	A, K, C	
Sound Design	T, C, A	

<b>Final Project</b>	<b>Achievement Chart Focus</b>	<b>Due Date</b>
Artistic Exploration of Theme	A, K, T	
Final Written Statement	C	