ROSEDALE HEIGHTS SCHOOL OF THE ARTS

Course Of Study
MEDIA ARTS

OPEN
ASM20

Course Overview
Media Arts

Prerequisite: None
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Course Description
This course will develop students' artistic knowledge and skills by introducing them to current media arts technologies and processes. Student learning will include the analysis, appreciation, and production of media art, using a variety of traditional techniques (e.g. photography, film, photocopy art, video, analog sound recording) and emergent technologies (e.g. computer, digital camera, scanner, multimedia, animation).

Units: Titles and Time

Unit 1	Photography	30 hours
Unit 2	New Media	30 hours
Unit 3	Film and Video	30 hours
Unit 4	Culminating Activity	20 hours

Unit Overviews

Unit 1: Photography

Unit Description
Students develop creative skills and achieve artistic growth through the study of traditional photography as an expressive art form. This unit allows students to experiment with historical techniques such as photograms and pinhole cameras, learn how to use a 35 mm camera, process film and develop prints in a darkroom. In addition students will learn the elements and principles of media as they relate to photography and will learn how to use them to analyze both their own photographs and the photographs of others.

Activity	Assessment	Focus
1. Historical Processes	Theory Analysis Creation	The Magazine Photogram The Pinhole Camera
2. The Camera and Darkroom	Theory Creation Analysis	The Camera and how it functions Composition and setting up the shot Processing film Developing photographs
3. Elements and Principles of Photography	Theory Analysis	Written analysis and visual presentation

Unit 2: New Media

Unit Description
Students develop technical design skills using a number of graphics applications and learn to apply previous artistic knowledge to the production of design works. They learn to solve various design challenges using conventions of visual language in order to create cohesive works of graphic design.

Activity	Assessment	Focus
1. Introduction to Design	Theory Analysis	Elements and Principles of media design
2. Basics of Photoshop	Creation	Colour and Scanning Cutting and Pasting The Digital Camera Cloning and Layers Retouching and Manipulation Filters Making vector images
3. Putting it Together	Creation Analysis	Making aesthetic decisions to create a cohesive image The Rock Poster

Unit 3: Film and Video

Unit Description
This unit is an introduction to film and video, combining some film history and media analysis with practical instruction on use of the camera and editing using imovie. Students will use several methods to develop their ideas including writing exercises and storyboards. Film is an activity that requires teamwork – students will work in groups for all film production.

Activity	Assessment	Focus
1. History of Film and Media Studies	Theory Analysis	The Birth of Film Stereotypes, genres, film conventions The Film Review
2. The Video Camera and iMovie	Theory Creation	The Camera and how it functions Imovie Editing exercises The in-camera edit
3. Putting it all together	Creation Theory Analysis	Video Self Portrait Student journal

Teaching/Learning Strategies
Teachers will adapt teaching/learning strategies throughout this course to suit students' needs. Although the expectations for the three strands are listed separately in the policy document, instructional strategies encompass all of the strands in a holistic way.

Unit	Teaching/Learning Strategies Used
1. Photography	Independent work, teacher-directed discussion, brainstorming, self-discovery, shared reflection, exploratory exercises, self-assessment, problem-solving, hand outs, experimentation, demonstration, lecture, projects
2. New Media	Hand-outs, group discussion, brainstorming, projects, self-discovery, teacher as facilitator, demonstration, lecture, experimentation, information sharing, problem-solving, questioning, review, self-observation, independent work,
3. Film and Video	Hand-outs, logs, group discussion, brainstorming, student research, projects, demonstration, lecture, experimentation, information sharing, group work, editing, revising, performing, problem-solving, storyboarding, collective collaboration, role-playing, video-taping, self-assessment, teacher-directed discussion

Assessment & Evaluation of Student Achievement
The assessment/evaluation in this course is divided into the three strands of the Ministry Curriculum. The Theory category embraces what students know, the facts and information contained in the course. The Creation category includes assessments of the students' application of their knowledge, particularly as demonstrated through the creation of various media art works. The Analysis category is used to gather assessments that demonstrate the students' abilities to think and analyse what it is they have learned.

Teachers must assess Learning Skills separately on the report card.

Overall evaluation of the course must be divided so that Course Work is weighted 70% and the Culminating Performance Task is weighted 30%. Evaluation should be balanced across all four categories of the Achievement Chart, for both the course work and the culminating task.

Culminating Performance Task – 30%
The final unit of this course is devoted to the Culminating Performance Task. Students, having completed a study of three areas of Media Arts, will choose one of the areas for this task. All students will be working on the same artistic problem related to the topic of "Memory". They will be solving this artistic problem through the selected media art.

Culminating Comprehensive Project	Theory	Analysis	Creation
Planning & Creative Process – 10%	3	3	3
Presentation – 15%			3
Reflective Writing – 5%	3	3	