

Focus of Learning for Media Arts K – 12

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Media Arts:

Media Arts: Focus for Primary Level Learning

Today's children are often exposed to the tools of the media arts long before they enter the kindergarten classroom. They have spent hundreds of hours being entertained and/or informed by programs and movies on television or by video games. They have had their activities and development documented on hours of videotape or in dozens of photograph albums. Still, they have yet to acquire the skills needed to understand and critically analyze the processes, techniques and messages that are part of media artwork.

During the primary school years, learning should focus on students developing the basic technical skills to create and present media art works and to evaluate their own and others' media art works. Students should draw ideas for the content of their media arts work from their imaginations, experiences, or the exploration of ideas and feelings. They should learn how to generate, capture, manipulate, produce, and present information both to communicate with others and to express themselves. They should work collaboratively to produce and create narrative, documentary or experimental media arts works. They should experience presenting their works in media arts to a wider community. They should evaluate their own work and the works of others by examining the elements and techniques found in the work.

Media Arts: Focus for Intermediate Level Learning

Students should arrive at the intermediate level with the basic technical skills necessary to create and present media artwork and to evaluate their own and others' media artwork. They should know how to generate, capture, manipulate, produce and present information both to communicate and express themselves.

In addition, students should be able to work collaboratively to produce media artworks. They should also have the skills necessary to evaluate their own work and the works of others in relationship to the elements and techniques of media arts.

The focus for student learning at the intermediate level should be the ability to create as well as find meaning in and understand the impact of more complex entertainment or information media arts texts. Part of this focus is building an understanding of the personal, cultural and historical contexts of the media. This focus should contribute to the students' overall understanding of media arts by requiring them to examine who created the work, the function of the work, and the cultural context in which it was made as well as how and why media arts have changed over time.

Intermediate students should learn to observe, discriminate, compare, and contrast media artworks during the process of creating a complex project. In addition, intermediate students should refine their knowledge and use of media arts elements as well as develop high-level technical skills for creating, presenting and evaluating their own and others' media artwork with an emphasis on discrimination as a consumer of media arts.

Media Arts: Focus for Middle Level Learning

Students should arrive at the middle level with the ability to create—as well as find meaning in and understanding the impact of—complex media arts texts. They should have an understanding of the personal, cultural and historical contexts of media. In addition, they should be able to compare and contrast the media artwork of others with their own, with an emphasis on their ability to discriminate as a consumer of media arts.

At the middle level, student learning should focus on the use of original imagery and sound in new combinations and multiple formats. Students should develop an understanding of media as art—beyond mass media imagery—and use the tools of production for their own personal expression.

In addition, students should increase their technical base of knowledge and skills by learning more sophisticated software and hardware to create their own works. This knowledge base should also include basic copyright issues. Another focus of student learning is the ability to make in-depth, informed judgments about media arts.

Students should learn to use the expressive language of media arts as they observe, discriminate, compare, and contrast works of art and explain their judgments.

Media Arts: Focus for High School Level Learning

Students should arrive at the high school level with the skill to use original imagery and sound in new combinations and multiple formats. They should understand media arts beyond mass media imagery and use the tools of production for their own personal expression. In addition, they should have the technical knowledge base to use sophisticated software or hardware and an understanding of basic copyright issues. They should also have the ability to make informed judgments using the expressive language of media arts.

The focus of student learning at the high school level should be the development of skills and abilities for extended interaction with various genres of the media arts. Particular emphasis should be placed on students using one or more genres to demonstrate creativity, problem-solving, and collaborative skills in complex works.

In addition, students' technical expertise and artistic expression should be developed through more in-depth review, interpretation, and evaluation of their own work and that of others. Students should include aesthetic, cultural and historical contexts in their interpretations and evaluations and develop the ability to relate media arts to situations in contemporary life.