



Westside Secondary School

Orangeville, Ontario, Canada



519-938-9355

AVI 4M MEDIA ARTS

www.ugdsb.on.ca/westside

Course: AVI 4M

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Course Description: This course focuses on a practical approach to a variety of media arts challenges related to the interests of the student and provides students with opportunities to examine media arts in relation to the world of work. Students will develop works that express their views on contemporary issues and will create portfolios suitable for use in post-secondary work experiences. Students will critically analyse the role of media artists in shaping audience perceptions of identity, culture, and community values, particularly within the context of the workplace.

Prerequisite: Media Arts, Grade 11, Open

Big Ideas

- Design is a purposeful act of creativity with an intended goal or outcome. It requires intent and an understanding of visual design concepts and techniques.
- The audience plays an important role in the design process. An understanding of the targeted demographic must be recognized and understood.
- Media knowledge and competence is required in making constructive design choices.
- Media experimentation leads to more effectively solving design challenges.

Overall Course Expectations

<http://www.edu.gov.on.ca/eng/curriculum/secondary/arts1112curr2010.pdf>

The Creative Process: apply the creative process to create media art works, individually and/or collaboratively;

The Principles of Media Arts: design and produce media art works, applying the principles of media arts and using various elements from contributing arts (dance, drama, music, visual arts);

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.

The Critical Analysis Process: demonstrate an understanding of the critical analysis process by using it to monitor the creative process, and by examining, interpreting, assessing, and reflecting on media art works;

Identity and Values: demonstrate an understanding of how media art works reflect personal and cultural identity, and affect personal, cultural, and community values and their awareness of those values;

Connections Beyond the Classroom: demonstrate an understanding of the types of knowledge and skills developed in media arts and how they can be used outside the media arts classroom.

Terminology: demonstrate an understanding of, and use correct terminology when referring to, elements, principles, and other concepts relating to media arts;

Contexts and Influences: demonstrate an understanding of the sociocultural and historical contexts of media arts;

Responsible Practices: demonstrate an understanding of responsible practices associated with producing, presenting, and experiencing media art works.

Achievement Categories: Student learning is assessed and evaluated with respect to the following four categories of knowledge and skills.

Knowledge and Understanding: 25 % Thinking: 25 %

Communication: 25 %

Application: 25 %

Instructional Strategies: Westside teaching staff will use a variety of instructional strategies to help students develop and improve skills in the following areas: character, citizenship, communication, critical thinking and problem solving, collaboration and teamwork, and creativity and imagination.

Assessment and Evaluation:

Formative assessments are used to improve student learning by providing varied opportunities to demonstrate an understanding of course expectations in preparation for summative evaluations. Summative evaluations test groups of key expectations.

Late Work : Students are expected to complete all assigned work and submit it by the teacher's established due date. Every attempt will be made to encourage students to complete all assigned work on time so their grade represents their actual achievement. It is up to the student to discuss extenuating circumstances with their teacher if they are unable to meet a deadline.

*Please see the Westside student contract for missing evidence of learning for further information regarding late marks and/or receiving a mark of 0.

Behaviour: Students are expected to arrive to class on time and prepared. Cell phones/devices are allowed in class to support learning but students will be asked to put them away during instruction/discussion or if they are becoming a distraction.

	Term Work (70%)
Unit of Study	Summative Evaluations
PRINTMAKING	TEXT DESIGN
MEDIA EXPLORATION	MULTIPLE IMAGES IN VARIOUS MEDIA
SCULPTURE	OLDENBURG STYLE SCULPTURE
ADVERTISING	OBJECT OR POSTER FOR A MODERN AUDIENCE
BRANDING	INDIVIDUAL DESIGN PROPOSAL, ART FOR GROUP DESIGN
	Final Summative (30%)
STUDIO	DIGITAL PORTFOLIO/PRINCIPLES of DESIGN
WRITTEN	EXAM

FOR ART CLASS YOU WILL NEED...

1. A Media Art program is an expensive program to operate. Basic materials and supplies are paid for through a school budget. We aim to conserve, reuse and recycle as much as possible in an effort to keep expenses to a minimum. WSS would like to provide higher quality materials to our Arts students. **An enhancement fee of \$20 allows us to provide materials to the student that are of higher quality and greater variety, enhancing their artistic experience.** Please make cheques payable to WESTSIDE SECONDARY SCHOOL. Cash will also be accepted. Receipts will be given.
2. **Each art student must have a portfolio.** It is up to the student to create or purchase a portfolio. The portfolio is used to store work at school as well as to transport work safely from home to school.
3. **All art students must have a sketchbook.** The sketchbook will be routinely used in class and will be collected for marking periodically. The minimum size of a sketchbook should be 8” x 10” or 16cm x 25cm and should have a minimum of 50 pages. The school sells sketchbooks at cost for \$10.

I have read and understand the **Course Outline** and am aware of the **MATERIALS** I need for

ASM-4M1 - Gr. 12 MEDIA Art.

Student Name (please print): _____ Signature: _____

Parent/Guardian Name (please print): _____ Signature: _____

Parent/Guardian E-Mail address (please print clearly): _____

Student art work may be displayed. If you wish to **NOT** have your student’s work on display, please initial here_____