



519-938-9355

GR. 11 MEDIA ART (ASM-3M/30)

www.ugdsb.on.ca/westside

Course: ASM 3M/30

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Course Description: The course emphasises the use of technology with traditional art practices to create dynamic, current work in a variety of media. This may incorporate such things as video, photography, web design, performance or installation art. Students will delve into the works and practices of contemporary artists. Students will create a portfolio that can be used for university or college applications.

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

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 artworks, 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 artworks;

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. Should a student submit work past the due date, a late mark

penalty will be assigned. All summative assessments must be submitted for course credit. Extensions, requested prior to the due date, will be considered based on circumstances. Please see Westside's Assessment and Evaluation Policy for more details.

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
MEDIA ART PRINCIPLES	Research & Theory
DIGITAL IMAGING	Adobe Photoshop, Digital Photo Manipulation
TYPOGRAPHY	Adobe Illustrator, Typography Poster
GRAFFITI	Tagging, Throw, Small Mural or Stencil
YEARBOOK	Yearbook Gallery and Layout Design
	Final Summative (30%)
STUDIO	Online Portfolio (20%)
WRITTEN	Reflection (10%)