

# MEDIA ARTS

CREATING											
<b>Anchor Standard 1: Generating and conceptualizing ideas.</b> <b>Enduring Understanding(s): Media arts use a variety of sources such as imagination and creative processes to inspire and transform concepts and ideas into artistic expression.</b> <b>Essential Question(s): How do media artists generate ideas and formulate artistic intent? How does collaboration expand and affect the creative process? How can creative risks be encouraged?</b>											
<b>2<sup>nd</sup></b> <b>1.2.2.Cr1</b>		<b>5<sup>th</sup></b> <b>1.2.5.Cr1</b>		<b>8<sup>th</sup></b> <b>1.2.8.Cr1</b>		<b>HS Proficient</b> <b>1.2.12prof.Cr1</b>		<b>HS Accomplished</b> <b>1.2.12acc.Cr1</b>		<b>HS Advanced</b> <b>1.2.12adv.Cr1</b>	
<b>Conceive</b>	a. Discover, share and express ideas for media artworks through experimentation, sketching and modeling.	a. Generate ideas for media artwork, using a variety of tools, methods, and/or materials.	a. Generate a variety of ideas, goals, and solutions for media artworks using creative processes such as sketching, brainstorming, improvising, and prototyping with increased proficiency, divergent thinking, and opportunity for student choice.	a. Formulate multiple ideas using generative methods to develop artistic goals, and solve problems in media arts creation processes.	a. Strategically use generative methods to create multiple ideas and refine artistic goals that increase aesthetic depth.	a. Fluently integrate generative methods, aesthetic principles and innovative thinking to form original ideas and solutions.					
	b. Brainstorm and improvise multiple ideas using a variety of tools, methods and materials.	b. Develop individual and collaborative artistic goals for media artwork, using a variety of methods.	b. Organize and design artistic ideas for media arts productions.	b. Organize and design artistic ideas for media arts productions.	b. Organize and design artistic ideas for media arts productions.	b. Fluently integrate a sophisticated personal aesthetic for media arts productions.					
	c. Explore form ideas for media art production with support.	c. Connect media artwork to personal experiences and the work of others.	c. Critique plans, prototypes and production processes considering purposeful and expressive intent.	c. Critique plans, prototypes and production processes considering purposeful and expressive intent.	c. Critique plans, prototypes, constraint of resources, and production processes considering purposeful and expressive artistic intention and personal aesthetic.	c. Knowledge of systems, prototypes and production processes with consideration of complex constraints of goals, time, resources, and personal limitations.					
	d. Connect and apply ideas for media art production.	d. Collaboratively form ideas, plans, and models to prepare for media artwork.		d. Apply aesthetic criteria in developing, refining and proposing media arts artwork.	d. Apply aesthetic criteria in developing and refining media arts artwork.						
	e. Choose ideas to create plans for media art production.	e. Model ideas and plans in an effective direction.									
		f. Brainstorm goals and plans for a media art audience.									

**Conceive**

CREATING	Anchor Standard 2: Organizing and developing ideas.					
	Enduring Understanding(s): Media artists plan, organize, and develop creative ideas that can effectively realize the artistic intent and communicate meaning.					
Develop	Essential Question(s): How do media artists work? How do media artists and designers determine whether a particular direction in their work would be effective? How do media artists learn from trial and error?					
	2 <sup>nd</sup> 1.2.2.Cr2	5 <sup>th</sup> 1.2.5.Cr2	8 <sup>th</sup> 1.2.8.Cr2	HS Proficient 1.2.12prof.Cr2	HS Accomplished 1.2.12acc.Cr2	HS Advanced 1.2.12adv.Cr2
Develop	a. Explore form ideas for media art production with support	a. Collaboratively form ideas, plans, and models to prepare for media artwork.	a. Organize and design artistic ideas for media arts productions.	a. Organize and design artistic ideas for media arts productions.	a. Organize and design artistic ideas for media arts productions.	a. Fluently integrate a sophisticated personal aesthetic for media arts productions.
	b. Connect and apply ideas for media art production.	b. Models ideas, plans in an effective direction.	b. Critique plans, prototypes and production processes considering purposeful and expressive intent.	b. Critique plans, prototypes and production processes considering purposeful and expressive intent.	b. Critique plans, prototypes, constraint of resources, and production processes considering purposeful and expressive artistic intention and personal aesthetic.	b. Knowledge of systems, prototypes and production processes with consideration of complex constraints of goals, time, resources, and personal limitations.
	c. Choose ideas to create plans for media art production.	c. Brainstorm goals and plans for a media art audience.		c. Apply aesthetic criteria in developing, refining and proposing media arts artwork.	c. Apply aesthetic criteria in developing and refining media arts artwork.	
CREATING	Anchor Standard 3: Refining and completing work.					
	Enduring Understanding(s): The forming, integration and refinement of aesthetic components, principles, and processes creates purpose, meaning, and artistic quality in media artworks.					
Construct	Essential Question(s): How can an artist construct a media artwork that conveys purpose, meaning, and artistic quality? How do media artists improve/refine their work?					
	2 <sup>nd</sup> 1.2.2.Cr3	5 <sup>th</sup> 1.2.5.Cr3	8 <sup>th</sup> 1.2.8.Cr3	HS Proficient 1.2.12prof.Cr3	HS Accomplished 1.2.12acc.Cr3	HS Advanced 1.2.12adv.Cr3
Construct	a. Create and assemble content for media arts productions, identifying basic principles (e.g., pattern, positioning, attention, and repetition.)	a. Construct and arrange various content into unified and expressive media arts productions.	a. Experiment with and implement multiple approaches that integrate content and stylistic conventions.	a. Understand the deliberate choices in organizing and integrating content, stylistic conventions, and media arts principles such as emphasis and tone.	a. Apply ideas with deliberate choices in organization, integrating content and stylistic conventions.	a. Synthesize ideas with content, processes, and components to express compelling purpose, demonstrating mastery of media arts principles such as hybridization.
	b. Identify, and describe the effects of altering, refining and completing media artworks.	b. Describe and apply principles such as movement, balance, contrast, and emphasis.	b. Communicate an intentional purpose and meaning utilizing varying point of view and perspective.	b. Refine and modify media artworks, emphasizing aesthetic quality and intentionally accentuating stylistic elements, to reflect an understanding of personal goals and preferences.	b. Demonstrate an understanding of media art principles through a selection of tools and production processes.	b. Intentionally and consistently refine and elaborate elements and components to form impactful expressions in media artworks, directed at specific purposes, audiences, and contexts.
		c. Explore how elements and components can be altered for clear communication and intentional effects, point of view, perspective, and refine media artworks to improve clarity and purpose.	c. Refine and modify artistic choices to reflect an understanding of purpose, narrative structures, composition, audience, and context.		c. Refine and elaborate aesthetic elements and technical components. Intentionally form impactful expressions in media artworks for specific purposes, intentions, continuity, juxtaposition, audiences and contexts.	

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<b>PRODUCING</b> <b>Anchor Standard 4: Selecting, analyzing, and interpreting work.</b> <b>Enduring Understanding(s): Media artists integrate various media and content to develop complex, unified artworks through a process of creation and communication.</b> <b>Essential Question(s): How are complex media arts experiences constructed? At what point is a work considered "complete"?</b>							
2 <sup>nd</sup> 1.2.2.Pr4		5 <sup>th</sup> 1.2.5.Pr4		8 <sup>th</sup> 1.2.8.Pr4	HS Proficient 1.2.12prof.Pr4	HS Accomplished 1.2.12acc.Pr4	HS Advanced 1.2.12adv.Pr4
<b>Practice</b>	a. With guidance and moving towards independence, combine art forms and media content into media artworks, such as an illustrated story or narrated animation.	a. Practice combining various academic, arts, media forms, and content into unified media artworks, such as animation, music, and dance.	a. Experiment with and integrate multiple forms, approaches, and content to coordinate, produce, and implement media artworks that convey purpose and meaning (e.g., narratives, video games, interdisciplinary projects, multimedia theatre).	a. Integrate various arts, media arts forms, and content into unified media arts productions, considering the reaction and interaction of the audience, such as experiential design.	a. Integrate various arts, media arts forms, and academic content into unified media arts productions that retain thematic integrity and stylistic continuity, such as transmedia productions.	a. Synthesize various arts, media arts forms and academic content into unified media arts.	<b>Practice</b>
	b. Practice combining varied academic, arts, and media content to form media artworks.	b. Demonstrate understanding of combining a variety of academic, arts, and content with an emphasis on coordinating elements into a comprehensive media artwork.					
		c. Create media artworks through integration of multiple contents and forms.					

PRODUCING	Anchor Standard 5: Developing and refining techniques and models or steps needed to create products. Enduring Understanding(s): Media artists require a range of skills and abilities to creatively solve problems. Essential Question(s): How are creativity and innovation developed within and through media arts productions? How do media artists use various tools and techniques?					
	2 <sup>nd</sup> 1.2.2.Pr5	5 <sup>th</sup> 1.2.5.Pr5	8 <sup>th</sup> 1.2.8.Pr5	HS Proficient 1.2.12prof.Pr5	HS Accomplished 1.2.12acc.Pr5	HS Advanced 1.2.12adv.Pr5
Integrate	a. Identify and enact basic skills such as handling tools, making choices, and soft skills for planning and creating media artworks.	a. Develop and enact a variety of roles to practice foundational artistic, design, technical, organizational, and soft skills in producing media artworks.	a. Develop and demonstrate a variety of artistic, design, technical, and soft skills (e.g., self-initiative, problem solving, collaborative communication) through performing various roles in producing media artworks.	a. Demonstrate progression in artistic, design, technical, and soft skills, as a result of selecting and fulfilling specified roles in the production of a variety of media artworks.	a. Demonstrate effective command of artistic, design, technical and soft skills in managing and producing media artworks.	a. Employ mastered artistic, design, technical, and soft skills in managing and producing media artworks.
	b. Identify, describe, and demonstrate basic creative skills, such as trial-and-error and playful practice, within media arts production.	b. Exhibit and develop critical and creative skills, such as inventing new content and expanding conventions, in addressing challenges within and through media arts productions.	b. Develop and demonstrate creativity and adaptability, through processes such as testing constraints and divergent solutions, within and through media arts productions.	b. Develop and refine creativity and adaptability, such as design thinking and risk taking, in addressing identified challenges and constraints within and through media arts productions.	b. Demonstrate effective creativity and adaptability, such as resisting closure and responsive use of failure, to address sophisticated challenges within and through media arts productions.	b. Fluently employ mastered creativity and adaptability in formulating inquiry and solutions to address complex challenges within and through media arts productions.
	c. Discover, experiment with, and demonstrate creative skills for media artworks.	c. Examine how tools and design thinking techniques can be used in standard and experimental ways in constructing media artworks.	c. Develop and demonstrate creativity and adaptability, in standard and experimental ways, to construct, achieve assigned purpose, and communicate intent in media artworks.	c. Demonstrate adaptation and innovation through the combination of tools, techniques, and content to communicate intent in the production of media artworks.	c. Demonstrate the skillful adaptation and combination of tools, styles, and techniques to achieve specific expressive goals in the production of a variety of media artworks.	c. Independently utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of complex media artworks.
PRODUCING	Anchor Standard 6: Conveying meaning through art. Enduring Understanding(s): Media artists present, share, and distribute media artworks through various social, cultural, and political contexts. Essential Question(s): How does time, place, audience, and context affect presenting or performing choices for media artworks? How can presenting or sharing media artworks in a public format help a media artist learn and grow? Why do various venues exist for presenting, sharing, or distributing media artworks?					
	2 <sup>nd</sup> 1.2.2.Pr6	5 <sup>th</sup> 1.2.5.Pr6	8 <sup>th</sup> 1.2.5.Pr6	HS Proficient 1.2.12prof.Pr6	HS Accomplished 1.2.12acc.Pr6	HS Advanced 1.2.12adv.Pr6
Present	a. With guidance and moving towards independence, identify, share, and discuss reactions to and experiences of the presentation of media artworks.	a. Identify, explain and compare various presentation forms fulfilling the processes in distributing media artwork.	a. Analyze and design various presentation formats and tasks in the presentation and/or distribution of media artworks.	a. Design the presentation and distribution of collections of media artworks, considering combinations of artworks, formats, and audiences.	a. Curate and design the presentation and distribution of media artworks through a variety of contexts, such as mass audiences and physical and virtual channels.	a. Curate, design, and promote the presentation and distribution of media artworks through a variety of contexts.
	b. With guidance and moving towards independence, identify, share, and discuss reactions to and experiences of the presentation of media artworks.	b. Identify and compare experiences and benefits of presenting media artworks.	b. Analyze benefits and impacts from presenting media artworks.	b. Evaluate the benefits and impacts at the personal, local, and social level from presenting media artworks, such as benefits to self and others.	b. Evaluate the benefits and impacts at the personal, local, and social level from presenting media artworks, such as benefits to people or to a situation.	b. Evaluate the benefits and impacts at the global level from presenting media artworks, such as new understandings gained by the artist or audience.

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RESPONDING						
Anchor Standard 7: Perceiving and analyzing products.						
Enduring Understanding(s): Artist's appreciation of media artworks is influenced by their interests, experiences, understandings, and purposes. Identifying the qualities and characteristics of media artworks improves the individual's aesthetic and empathetic awareness.						
Essential Question(s): How do we analyze and react to media artworks? How do media artworks function to convey meaning and influence audience experience?						
	2 <sup>nd</sup> 1.2.2.Re7	5 <sup>th</sup> 1.2.5.Re7	8 <sup>th</sup> 1.2.8.Re7	HS Proficient 1.2.12prof.Re7	HS Accomplished 1.2.12acc.Re7	HS Advanced 1.2.12adv.Re7
Perceive	a. Identify, share and describe the components and messages in media artwork.	a. Identify, describe, explain and differentiate how messages and meaning are created by components in media artworks.	a. Compare, contrast, and analyze the qualities of and relationships between the components and style in media artworks.	a. Analyze the qualities of and relationships between the components, style, and preferences communicated by media artworks and artists.	a. Analyze and synthesize the qualities and relationships of the components in a variety of media artworks, and feedback on how they impact audience.	a. Analyze and synthesize the qualities and relationships of the components and audience impact in a variety media artworks.
	b. Identify, share and describe a variety of media artworks created from different experiences in response to global issues including climate change.	b. Identify, describe, explain and differentiate how various forms, methods, and styles in media artworks affect and manage audience experience when addressing global issues including climate change.	b. Compare, contrast, and analyze how various forms, methods, and styles in media artworks affect and manage audience experience and create intention when addressing global issues including climate change.	b. Analyze how a variety of media artworks affect audience experience and create intention through multimodal perception when addressing global issues including climate change.	b. Analyze how a broad range of media artworks affect audience experience, as well as create intention and persuasion through multimodal perception when addressing global issues including climate change.	b. Survey an exemplary range of media artworks, analyzing methods for managing audience experience, creating intention and persuasion through multimodal perception, and systemic communications when addressing global issues including climate change.
RESPONDING						
Anchor Standard 8: Interpreting intent and meaning.						
Enduring Understanding(s): Interpretation and appreciation of an artwork and its media require consideration of form, context, and personal experience. Analysis of media artworks provides clues to their expressive intent.						
Essential Question(s): How do people relate to and interpret media artworks? How can the viewer "read" a work of art as text? How does knowing and using arts vocabulary help us understand and interpret works of art?						
	2 <sup>nd</sup> 1.2.2.Re8	5 <sup>th</sup> 1.2.5.Re8	8 <sup>th</sup> 11.2.8.Re8	HS Proficient 1.2.12prof.Re8	HS Accomplished 1.2.12acc.Re8	HS Advanced 1.2.12adv.Re8
Interpret	a. Share observations, identify the meanings, and determine the purposes of media artworks, considering personal and cultural context.	a. Determine, explain and compare personal and group reactions and interpretations of a variety of media artworks, considering their personal and cultural perception, intention and context.	a. Analyze the intent and meanings and context of a variety of media artworks, focusing on intentions, forms, and detect bias, opinion, and stereotypes.	a. Analyze the intent, meaning, and perception of a variety of media artworks, focusing on personal and cultural contexts and detecting bias, opinion and stereotypes.	a. Analyze the intent, meanings, and influence of a variety of media artworks, based on personal, societal, historical, and cultural contexts.	a. Analyze the intent, meanings and impacts of diverse media artworks, considering complex factors of context and bias.
RESPONDING						
Anchor Standard 9: Applying criteria to evaluate artistic products.						
Enduring Understanding(s): Evaluation and critique are vital components of experiencing, appreciating, and producing media artworks.						
Essential Question(s): How and why do we value and judge media artworks? When and how should we evaluate and critique media artworks to improve them? How is a personal preference different from an evaluation?						
	2 <sup>nd</sup> 1.2.2.Re9	5 <sup>th</sup> 1.2.5.Re9	8 <sup>th</sup> 1.2.8.Re9	HS Proficient 1.2.12prof.Re9	HS Accomplished 1.2.12acc.Re9	HS Advanced 1.2.12adv.Re9
Evaluate	a. Share appealing qualities, identify the effective parts, and discuss improvements for media artworks, considering their context.	a. Develop and apply specific criteria to evaluate media art works and production processes with developed criteria, considering context and artistic goals.	a. Evaluate media art works and production processes at decisive stages, using identified criteria, and considering context and artistic goals.	a. Evaluate media art works and production processes at decisive stages, using identified criteria, and considering context and artistic goals.	a. Create and apply defensible evaluations in the constructive and systematic critique of media artworks and production processes.	a. Independently develop rigorous evaluations of work, strategically seek feedback for media artworks and production processes as well as considering complex goals and factors.

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<b>CONNECTING</b> <b>Anchor Standard 10: Synthesizing and relating knowledge and personal experiences to create products.</b> <b>Enduring Understanding(s): Through creating media artworks, people make meaning by investigating and developing awareness of culture and experiences.</b> <b>Essential Question(s): How does engaging in creating media artworks enrich people's lives? How does making media artworks attune people to their surroundings? How do media artworks contribute to an awareness and understanding of our lives and communities?</b>							
2 <sup>nd</sup> 1.2.2.Cn10		5 <sup>th</sup> 1.2.5.Cn10		8 <sup>th</sup> 1.2.8.Cn10	HS Proficient 1.2.12prof.Cn10	HS Accomplished 1.2.12acc.Cn10	HS Advanced 1.2.12adv.Cn10
<b>Synthesize</b>	a. Use personal experiences, interests, information, and models in creating media artworks.	a. Use, examine and access internal and external resources to create media artworks, such as interests, knowledge, and experiences.	a. Access, evaluate, and use internal and external resources to inform the creation of media artworks, such as cultural and societal knowledge, research, and exemplary works.	a. Access, evaluate, and integrate personal and external resources to inform the creation of original media artworks, such as experiences, interests, and cultural experiences.	a. Synthesize internal and external resources to enhance the creation of persuasive media artworks, such as cultural connections, introspection, research, and exemplary works.	a. Independently and proactively access relevant and qualitative resources to inform the creation of cogent media artworks.	<b>Synthesize</b>
	b. Share and discuss experiences of media artworks, describing their meaning and purpose.	b. Identify, examine and show how media artworks form meanings, situations, and cultural experiences, such as news and cultural events.	b. Explain and demonstrate how media artworks expand meaning and knowledge, and create cultural experiences, such as local and global events.	b. Explain and demonstrate the use of media artworks to expand meaning and knowledge, and create cultural experiences, such as learning and sharing through online environments.	b. Explain and demonstrate the use of media artworks to synthesize new meaning and knowledge. Reflect and form cultural experiences, such as new connections between themes and ideas, local and global networks, and personal influence.	b. Interpret the use of media artworks in order to demonstrate a high degree of skill to create new meaning, knowledge, and impactful cultural experiences.	
<b>CONNECTING</b> <b>Anchor Standard 11: Relating artistic ideas and works within societal, cultural, and historical contexts to deepen understanding.</b> <b>Enduring Understanding(s): Understanding connections to varied contexts and daily life enhances a media artist's work.</b> <b>Essential Question(s): How does art help us understand the lives of people of different times, places, and cultures? How is art used to impact the views of a society? How does art mirror aspects of life? How do the other arts, disciplines, contexts, and daily life inform the creation, performance and response to media arts?</b>							
2 <sup>nd</sup> 1.2.2.Cn11		5 <sup>th</sup> 1.2.5.Cn11		8 <sup>th</sup> 1.2.8.Cn11	HS Proficient 1.2.12prof.Cn11	HS Accomplished 1.2.12acc.Cn11	HS Advanced 1.2.12adv.Cn11
<b>Relate</b>	a. Discuss and demonstrate how media artworks, messages environments and ideas relate to everyday and cultural life, such as daily activities, popular media, connections with family and friends.	a. Identify, explain, research and show how media artworks and ideas relate to personal, social and community life (e.g., exploring online behavior, fantasy and reality, commercial and information purposes, history, ethics).	a. Access, evaluate, and use internal and external resources and context to inform the creation of media artworks (e.g., cultural and societal knowledge, research, exemplary works).	a. Demonstrate and explain how media artworks and ideas relate to various contexts, purposes, and values (e.g., such as social trends, power, equality, personal/cultural identity).	a. Examine and demonstrate in depth the relationships of media arts ideas and works to various contexts, purposes, and values, such as markets, systems, propaganda, truth.	a. Through relevant and impactful media artworks, demonstrate the relationships of media arts ideas to personal and global contexts, purposes, and values.	<b>Relate</b>
	b. Interact appropriately with media arts tools and environments, considering safety, rules, and fairness.	b. Examine, discuss and interact appropriately with media arts tools and environments, considering safety, ethics, rules, and media literacy.	b. Explain and demonstrate how media artworks expand meaning and knowledge, and create cultural experiences (e.g., via local and global events considering fair use and copyright, ethics, and media literacy).	b. Critically evaluate and effectively interact with legal, technological, systemic, and vocational contexts of media arts, considering ethics, media literacy, social media, virtual worlds, and digital identity.	b. Critically investigate and ethically interact with legal, technological, systemic, and vocational contexts of media arts, considering ethics, media literacy, digital identity, and artist/audience interactivity.	b. Critically investigate and strategically interact with legal, technological, systemic, and vocational contexts of media arts.	