Waterloo Region District School Board

FOREST HEIGHTS COLLEGIATE INSTITUTE

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**COURSE TITLE – ASM3MI**

**Course Overview**

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**Course Type:** Media Arts **Grade Level:** 11

**Teacher:** R. Waldeck **Department:** Visual Arts

**Course Description:**

The purpose of this course is to explore the world of digital media. The course will cover television and movie production, advertising and news, and other types of media that impact our daily lives.

You will learn styles and techniques of video production in order to produce different types of shows from documentaries to comedies.

Each project will allow you to gain an understanding of digital software such as Comic Life, Photoshop, and Premiere.

**UNITS OF STUDY or BIG IDEAS**

• Shoot and edit videos

• Analyze advertisements, social media, and movies

• Promote your video and audio productions on the internet using Facebook, Twitter, YouTube, and on-line website builders

• Mobile and App Media Creation

**ESSENTIAL COURSE COMPONENTS**

*To be successful in this course you must be able to demonstrate all of the following skills:*

* Students must demonstrate knowledge and skill development for a variety of different media. ***Examples –*** *Video Editing, Camera Techniques, animation, mobile applications and software (Photoshop and Premiere)*
* Students will apply the creative process while developing exercises and projects. (ie. Planning, Exploring, Creating, Refining, Presenting, Reflecting)
* A variety of styles, techniques and media literacy will be demonstrated through exercises, projects and workflow.
* Verbal or written communication will be required in discussions of media influences, personal work and other work in order to make connections.
* The student must demonstrate a variety of skill-building techniques. They should cover a range of media types and can be integrated into larger projects or shown independently through exercises, research and a website portfolio.
* Within the guidelines of the school and studio space, students must demonstrate respect for property, including classroom facilities, tools, equipment, and technological devices.

**ASSESSMENT AND EVALUATION:**

A variety of assessment tasks will be used to evaluate student progress.

* **Late and Missed Assignments** – To achieve success in this course, all essential course components must be demonstrated. Incomplete work is **NOT** an option.
* **Cheating and Plagiarism** – It is important for students to do their own best work. If a student is suspected of cheating or plagiarizing, the teacher in consultation with administration, will determine the next steps and/or consequences.
* **Learning Skills and Work Habits** – The areas of Responsibility, Organization, Independent Work, Collaboration, Initiative, and Self-regulation are important and will be assessed and reflected on the provincial report card.
* **Attendance**– Attendance and punctuality in classes are important parts of learning and an expectation of student behaviour. Lates are to be avoided to benefit from full instructional time and not disrupt other’s learning time. When a student is absent, a parent/guardian must call the school’s attendance line on the date of absence, or provide a note explaining the absence for the student to submit the following day. Students are responsible for missed work during their absence.

**MARK BREAKDOWN** **(linked with Essential Learnings)**

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| **Studio - 70%** | **Summative - 30%** |
| * **Planning Process & Research - 15%**   + Evidence of Research - 5%   + Evidence of Planning / Process - 10% | * **Part 1 - 10%**   + Research & Process |
| * **Studio Work & Communication Process- 55%**   + Communication (Critical Analysis) - 20%   + Final Product (Application of Foundation Skills) - 35% | * **Part 2 - 20%**   + Communication & Final Product |