

COURSE COM1015: MEDIA

Level: Introductory

Prerequisite: COM1005: Visual Composition

Description: Students discover the impact of the media and develop fundamental skills to relay a message effectively using various forms of media; e.g., photography, print, Web and audio or video production.

Parameters: Access to facilities or equipment such as a computer, software, still and/or video cameras, image-capture devices, display equipment and/or print or image-production equipment.

Outcomes: The student will:

1. identify and describe current media

- 1.1 identify and describe current and new media; e.g., technology, materials
- 1.2 identify and describe key characteristics of each type of media (e.g., photography, print, audio or video production), given various samples
- 1.3 identify the message from various types of media

2. explore the impact media has on society, considering:

- **technology; e.g., smartphones, Internet**
- **economics; e.g., consumerism, spending habits**
- **community; e.g., lifestyle, environment**
- **politics; e.g., grassroots movement**

3. analyze various types of media used to communicate ideas and information

- 3.1 critique sample projects (e.g., professional, student) regarding:
 - 3.1.1 intent
 - 3.1.2 project planning and execution; e.g., storyboard, script, audio, visual
 - 3.1.3 appropriateness of layout
 - 3.1.4 clarity of message
 - 3.1.5 techniques used
- 3.2 capture and display images and/or sound with available technology

4. identify copyright restrictions and permissions and put them into practice

5. prepare and deliver a presentation using media of choice

- 5.1 create a design with a message and display the message, ensuring that the:
 - 5.1.1 layout is suitable
 - 5.1.2 image or audio is appropriate
 - 5.1.3 message is clear
- 5.2 critique and evaluate own work and the work of others based on appropriateness and effectiveness of assignment(s) with respect to:
 - 5.2.1 how well the assignment met the objectives
 - 5.2.2 how the elements and principles of design help facilitate good composition in his or her work (if applicable)
 - 5.2.3 the technical and creative aspects of the work; e.g., quality, uniqueness
 - 5.2.4 areas of concern/difficulty (if applicable)
 - 5.2.5 meeting school and community standards; e.g., appropriate language
 - 5.2.6 the use of tools and equipment
- 5.3 add the selected work to a portfolio

- 6. apply consistent and appropriate work station routines**
 - 6.1 demonstrate good health and safety practices; e.g., posture, positioning of hardware and furniture
 - 6.2 demonstrate security for hardware, software, supplies and personal work
- 7. demonstrate basic competencies**
 - 7.1 demonstrate fundamental skills to:
 - 7.1.1 communicate
 - 7.1.2 manage information
 - 7.1.3 use numbers
 - 7.1.4 think and solve problems
 - 7.2 demonstrate personal management skills to:
 - 7.2.1 demonstrate positive attitudes and behaviours
 - 7.2.2 be responsible
 - 7.2.3 be adaptable
 - 7.2.4 learn continuously
 - 7.2.5 work safely
 - 7.3 demonstrate teamwork skills to:
 - 7.3.1 work with others
 - 7.3.2 participate in projects and tasks
- 8. make personal connections to the cluster content and processes to inform possible pathway choices**
 - 8.1 complete/update a personal inventory; e.g., interests, values, beliefs, resources, prior learning and experiences
 - 8.2 create a connection between a personal inventory and occupational choices