

COURSE COM2015: MEDIA IMPACT

Level: Intermediate

Prerequisite: COM1005: Visual Composition

Description: Students explore different media forms and examine their impact on personal, community and national interests. Using various media, students plan, create and present a simple message.

Parameters: Specialized facilities depend on the direction taken in the course. Students should have access to still and video cameras, video and image software, some type of print production equipment and a computer with appropriate software (either in the lab or through a community source).

Supporting Course: COM1015: Media

Outcomes: The student will:

- 1. analyze various media messages, e.g., radio, television, photography, Web or print, and describe the impact of the various messages from a personal, community and national perspective**
 - 1.1 describe the various roles of media; e.g., advertising, role modelling, stereotyping, cultural representation, propaganda, consumerism
 - 1.2 identify a current issue of media interest and describe its impact from a personal, community or national perspective
 - 1.3 identify and describe the media format(s) used to present selected commercially produced messages and the impact of the media on the effectiveness of message delivery
 - 1.4 develop and apply criteria to compare the anticipated effectiveness of media selected for delivering the message to the actual effectiveness of the result (audience reaction)
- 2. design and produce a simple message, and communicate it through a specified media; e.g., print, audio, video, animation or combination**
 - 2.1 develop a plan for producing a message in specified media or multimedia; e.g., consider target audience, intent of message, type of media
 - 2.2 use appropriate planning procedures for selected media; e.g., storyboard, script, outline, shot list, thumbnails, composites
 - 2.3 produce a specified media message from a personal, community or national perspective in one or more media formats; e.g., commercial or advertising layout, news item or interview (audio, video, print or combination), public service announcement, billboard design
- 3. identify copyright restrictions and permissions and put them into practice**
- 4. present a selection of work completed in this course to an audience**
 - 4.1 discuss work regarding:
 - 4.1.1 how the elements and principles of design help facilitate good composition in his or her work
 - 4.1.2 the technical and creative aspects of the work; e.g., quality, uniqueness
 - 4.1.3 areas of concern/difficulty (if applicable)
 - 4.1.4 meeting school and community standards; e.g., appropriate language
 - 4.1.5 the use of tools and equipment

- 4.2 participate in peer/teacher assessment
- 4.3 add the selected work to a portfolio
- 5. apply consistent and appropriate work station routines**
 - 5.1 demonstrate good health and safety practices; e.g., posture, positioning of hardware and furniture
 - 5.2 demonstrate security for hardware, software, supplies and personal work
- 6. demonstrate basic competencies**
 - 6.1 demonstrate fundamental skills to:
 - 6.1.1 communicate
 - 6.1.2 manage information
 - 6.1.3 use numbers
 - 6.1.4 think and solve problems
 - 6.2 demonstrate personal management skills to:
 - 6.2.1 demonstrate positive attitudes and behaviours
 - 6.2.2 be responsible
 - 6.2.3 be adaptable
 - 6.2.4 learn continuously
 - 6.2.5 work safely
 - 6.3 demonstrate teamwork skills to:
 - 6.3.1 work with others
 - 6.3.2 participate in projects and tasks
- 7. identify possible life roles related to the skills and content of this cluster**
 - 7.1 recognize and then analyze the opportunities and barriers in the immediate environment
 - 7.2 identify potential resources to minimize barriers and maximize opportunities