

COURSE COM2020: MEDIA DESIGN & ANALYSIS 1

Level: Intermediate

Theme: Presentation

Prerequisite: None

Description: Students explore various media and examine their impact on personal, community and national interests.

Parameters: Specialized facilities depend on the direction taken in the course. Students should have access to still and video cameras, VHS players, some type of print production equipment and a computer.

Supporting Course: COM1020 Media & You

Curriculum and Assessment Standards

| General Outcomes | Assessment Criteria and Conditions | Suggested Emphasis |
|---|---|-------------------------------|
| <p><i>The student will:</i></p> <ul style="list-style-type: none"> analyze various media messages; e.g., radio, television, photography, print; and describe the impact of the various messages from a personal, community and national perspective design and produce simple messages, and communicate them through specified media; e.g., print, audio/video, animation | <p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a portfolio consisting of: <ul style="list-style-type: none"> a project designed to evaluate the student's knowledge of the techniques used in message creation successful completion of an assignment where the student will select at least three different media, and describe their impact on society. the production and presentation of at least two messages, using different media for each message, and an evaluation of each message based on audience feedback. <p><i>Assessment Tool</i> <i>Portfolio Assessment, COM2020-1</i></p> <p><i>Standard</i> <i>Performance rating of 1 for each criteria</i></p> | <p>10</p> <p>20</p> <p>60</p> |
| | <ul style="list-style-type: none"> the student's presentation of work completed in this course. <p><i>Assessment Tool</i> <i>Presentations/Reports, COM2020-2</i></p> <p><i>Standard</i> <i>Performance rating of 2 for each criteria</i></p> | <p>10</p> |

COURSE COM2020: MEDIA DESIGN & ANALYSIS 1 (continued)

| General Outcomes | Assessment Criteria and Conditions | Suggested Emphasis |
|---|--|------------------------------|
| <p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. | <p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p> | <p>Integrated throughout</p> |

| Concept | Specific Outcomes | Notes |
|---------------------------------|--|--|
| <p>Processes and Procedures</p> | <p><i>The student should:</i></p> <ul style="list-style-type: none"> describe the role of media in advertising, role modelling, stereotyping, cultural representation, propaganda, consumerism, etc. identify a current issue of media interest and describe its impact from a personal, community or national perspective 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 devise a plan for producing a message in a specified media produce media message(s) from a personal, community or national perspective in one or more media formats; e.g.: <ul style="list-style-type: none"> commercial or advertising layout news item or interview (audio or video or print) public service announcement or bill board design follow plan to produce a second message using a different form of media demonstrate responsibility and ethical behaviour by working within school and community standards. | <p>Students need to know the impact media has on their daily lives. They need to become good media consumers.</p> <p>As different forms of media have different media strengths, students need to recognize these strengths and how they can be used most effectively.</p> <p>Encourage students to keep their project ideas simple as they can get overwhelmed by their ideas and end up not completing anything.</p> |

COURSE COM2020: MEDIA DESIGN & ANALYSIS 1 (continued)

| Concept | Specific Outcomes | Notes |
|----------------------|--|--|
| Applied Technologies | <p><i>The student should:</i></p> <ul style="list-style-type: none"> ● use selected media to produce messages ● compare and contrast the anticipated effectiveness of media selected for delivering message to the actual effectiveness of the result (audience reaction) ● use comparison developed from analyzing first message as a basis for decisions regarding media selection and project development for subsequent message development. | No more than 50% of the activities should be related to media analysis. |
| Presentation | <ul style="list-style-type: none"> ● present final products to peers ● provide examples of feedback obtained on appropriateness and effectiveness of message based on: <ul style="list-style-type: none"> – media selection for messages produced – effectiveness of message delivery – technical quality – aesthetics – meeting of school and community standards ● create and present a portfolio of work completed in this course or add this work to an existing portfolio. | Students should request feedback during project development and at completion. This feedback should include recognition and adherence to school and community standards. |

