

**COURSE COM3020: MEDIA DESIGN & ANALYSIS 2**

<b>Level:</b>	Advanced
<b>Theme:</b>	Presentation
<b>Prerequisite:</b>	None
<b>Description:</b>	Students use school and/or community resources to produce messages for a target audience to be delivered through two or more media.

**Parameters:** Specialized facilities depend on the direction taken in the course. Students should have access to a various media equipment such as overhead projector, slide projector, flip chart, computer, video camera, photographic equipment.

**Supporting Course:** COM2020 Media Design & Analysis 1

**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"> <li>identify, select, justify and develop a message for a target audience, using two or more media</li> <li>analyze the same message, as delivered through different media</li> <li>critique media message/product</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>a portfolio consisting of: <ul style="list-style-type: none"> <li>a project proposal to promote a specific idea, product or event</li> <li>plans for the production of two media messages</li> <li>two different messages produced from the project proposal</li> <li>the techniques to be used, justification for the choice of media and a method for evaluating the effectiveness of the message/medium, and</li> </ul> </li> <li>an analysis of media messages that will include at least two examples from three different media sources; e.g., billboards, radio, television, magazine.</li> </ul> <p><i>Assessment Tool</i> <i>Portfolio Assessment, COM3020–1</i></p> <p><i>Standard</i> <i>Performance rating of 2 for each criteria</i></p>	<p>70</p> <p>20</p>
	<ul style="list-style-type: none"> <li>a presentation of work completed and inclusion in a portfolio.</li> </ul> <p><i>Assessment Tool</i> <i>Presentations/Reports, COM3020–2</i></p> <p><i>Standard</i> <i>Performance rating of 3 for each criteria</i></p>	<p>10</p>

**COURSE COM3020: MEDIA DESIGN & ANALYSIS 2 (continued)**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>observations of individual effort and interpersonal interaction during the learning process.</li> </ul> <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>Process and Procedures</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>identify two messages to deliver to one or more target audiences</li> <li>select two (or more) media in which to produce each message; e.g., print, audio, video, animation</li> <li>justify this selection based on the target audience(s), media attributes, availability of technical facility, personal technical background and technical assistance available</li> <li>devise a plan for producing each message in each form(s) of media, and follow it to produce messages in each form(s) of media</li> <li>demonstrate responsibility and ethical behaviour by working within school and community standards.</li> </ul>	<p>Students at this level should be able to select appropriate media to deliver different types of messages to different target groups. They should justify their selections through reasoned arguments about the type of message, target audience and media characteristics.</p> <p>Students should be able to devise and follow a simple plan but will need confirmation with respect to facility and equipment availability etc.</p>
<p>Applied Technologies</p>	<ul style="list-style-type: none"> <li>use selected media to produce messages</li> <li>use technical facilities, equipment and expertise as required to complete production of message</li> <li>use technical facilities, equipment and expertise as required to present messages in each format.</li> </ul>	<p>This course might be taught in conjunction with a course(s) that deal with specific technical skills such as Video 3 or Printing Techniques 2.</p>

**COURSE COM3020: MEDIA DESIGN & ANALYSIS 2 (continued)**

Concept	Specific Outcomes	Notes
Presentation	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>● present final products to peers for their reaction and gather feedback using a survey instrument; e.g., survey form, standardized set of questions posed directly to the audience</li> <li>● analyze results of target audience reaction to message including:               <ul style="list-style-type: none"> <li>– appropriateness of media selected for messages produced</li> <li>– effectiveness of message delivery; i.e., did it communicate the main point in each form of media?</li> <li>– technical quality</li> <li>– aesthetics</li> <li>– meeting school and community standards</li> </ul> </li> <li>● create and present a portfolio of work completed in this course or add this work to an existing portfolio.</li> </ul>	<p>A variety of survey instruments can be used to gather information. Students need to use the information they gather to make reasoned decisions for future projects.</p>

