

Communication Media 20 (PAA) – Distance Education

GENERAL INFORMATION

- i. Communication Media (PAA) – 2017/2018
- ii. Instructor – Rene Cannon
- iii. Contact Information
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COURSE DESCRIPTION

- i. Communication Media 20 will provide experiences for students to inquire while developing understanding, skills, and abilities in audio, video, and interactive media production to communicate effectively. Students will explore and experience the three stages of production through completion of units in the following areas: Media Studies, Video Production, Audio Production, Interactive Media, and Animation. In addition, students will be asked to complete a final project of their choice.
- ii. Prerequisite – N/A

STUDENT LEARNING OUTCOMES

Learning Outcomes from the Communication Media 20 Curriculum include:

- I. **Unit One: Media Studies**
 - a. Communication through media - Identify various roles and influence of communication media in school and society.
 - b. Legal and Ethical Considerations - Investigate and articulate legal issues such as copyright, privacy, and consent related to graphic arts and other media.
 - c. Preproduction Processes - Clearly articulate and demonstrate an understanding of the preproduction process.
 - d. Production Stages - Investigate and articulate the tasks and skills, including project management, required by various media during the stages of preproduction, production, and postproduction.
- II. **Unit Two: Video Production**
 - a. Video Production - Develop and demonstrate increasing skill through the practice and use of equipment and processes during the typical steps of the production stage of shooting video and beginning postproduction.
 - b. Visual Effects - Generate an increased level of engagement of an audience through imaginative use of visual effects.
- III. **Unit Three: Audio Production**
 - a. Audio Production - Produce audio through interpretation and application of accepted practices in audio concepts, processes, and equipment selection.
 - b. Audio Effects and Music - Effectively use audio to increase the engagement of an audience.
- IV. **Unit Four: Interactive Media**
 - a. Interactive Media - Develop and demonstrate skill to create and produce interactive media.

V. **Unit Five: Animation**

- a. Animation - Evaluate and draw conclusions about using animation as effective means of enhancing communication to a target audience.

VI. **Final Project**

- a. Create an effective production project based on a personal or group vision for communicating with the larger society beyond your classroom.

TEACHING STRATEGIES

- i. Communication Media 20 will be a digital, project-based course delivered through Moodle. While you will be able to work on this course at whatever time suits you, there will be a suggested set of deadlines in order to help you succeed in completing the course within the given semester. Projects may include, but will not be limited to:
 - a. Radio Drama audio excerpt
 - b. Heritage Moment video
 - c. Storybook animation
 - d. Blog creation
- ii. Sample deadlines
 - a. Semester One
 - September 5 - September 22: Unit One: Media Studies
 - September 25 – October 27: Unit Two: Video Production
 - October 30 - November 17: Unit Three: Audio Production
 - November 20 - December 1: Unit Four: Interactive Media
 - December 4 - January 5: Unit Five: Animation
 - January 8 - January 19: Final Project
 - b. Semester Two
 - February 1 - February 16: Unit One: Media Studies
 - February 19 - March 23: Unit Two: Video Production
 - March 26 - April 20: Unit Three: Audio Production
 - April 23 - May 18: Unit Four: Interactive Media
 - May 22 - June 1: Unit Five: Animation
 - June 4 - 15: Final Project

There will not be a final exam in this course. Your final project will serve as your final assessment.

- iii. The purpose of Communication Media 10, 20, 30 is to provide experiences for students to inquire while developing understanding, skills, and abilities in audio, video, and interactive media production to communicate effectively.

Areas of Focus identify the key components of what students are expected to know, understand and be able to do upon completion of the learning in a Practical and Applied Arts (PAA) curriculum. Because the PAA curricula generally contain more learning than one course (1 credit), the Areas of Focus are not meant to be fully attainable after 100 hours of learning. The Areas of Focus for Communication Media are to:

- a. Explore and experience fundamental concepts through the acquisition and improvement of technical skills including appropriate software, and equipment use, terminology, and teamwork.
- b. Create solutions to problems or challenges using a variety of production skills including project management.
- c. Identify communication issues and implications for self, society, and the environment, as well as plan projects considering sustainability.
- d. Identify career opportunities as well as skills, work habits, and training required to obtain and sustain work in communication media.
- e. Understand and utilize the three stages of production.
(Saskatchewan Communication Media curriculum)

COURSE MATERIALS

- i. Any readings will be provided by the instructor through Moodle (either in print or audio version)
- ii. Any projects requiring multimedia presentations or tools can be created using whatever software/equipment is available at your home or school. The instructor and students will work together to ensure that all assignments can be completed using what is available.

EVALUATION:

Learning outcomes for Communication Media 20 are divided within the main areas and will be assessed in the following way throughout the course:

Media Studies - 16%

- Activities related to the three stages of production and the study of copyright laws.

Video Production – 16%

- Project-based – Students will create video advertisements and heritage moment videos.

Audio Production – 16%

- Project-based – Students will create radio advertisements and radio dramas.

Interactive Media – 16%

- Project-based - Students will create their own blogs.

Animation – 16%

- Project-based – Students will create animated storybooks.

Final Project – 20%

- The final project will be an agreement between the teacher and the student. Students may choose whichever medium(s) they would like and will be provided with an assessment pertinent to that medium prior to beginning the final project.

On the final page of this syllabus, you may view a sample rubric that will be used for assessment.

Video Rubric

	Developing (10)	Proficient (15)	Exemplary (20)
Content/Objective	<ul style="list-style-type: none"> * The video is a disconnected (or loosely connected) series of scenes with no unifying story or structure * Random or irrelevant content included 	<ul style="list-style-type: none"> * The video tells a connected story or has a clear and complete structure * Most content relates to the storyline 	<ul style="list-style-type: none"> * The video tells a compelling story or has a compelling structure and is expressed creatively * All content relates to the storyline * Provides fresh, interesting, or humorous insights
Creativity	<ul style="list-style-type: none"> * Little evidence of imagination, creativity, or thoughtfulness * No style or mood is apparent 	<ul style="list-style-type: none"> * Some evidence of imagination, creativity, or thoughtfulness * Some evidence of thought to style and mood, though may not suit the content 	<ul style="list-style-type: none"> * Thorough evidence of imagination, creativity, or thoughtfulness * Style or mood which suits the content evident * Creative and original
Footage/Shoot	<ul style="list-style-type: none"> * Sometimes in focus * Sometimes steady * No camera movement OR excessive movement (panning, zooming, etc.) * Sound sometimes unclear: due to low voices, overly loud ambient noise * Narration sound subtitled or unrehearsed * Sound FX unrelated or sound fake 	<ul style="list-style-type: none"> * Usually in focus * Usually steady * Pans and zooms are limited and usually purposeful * Sound usually clear, no unintended ambient noise * Background music and sound fx usually balanced well (doesn't overpower the main audio) * Music and fx appropriate to mood/pacing 	<ul style="list-style-type: none"> * Always in focus (unless purposefully done) * Always steady * Camera movements are planned, purposeful and provide impact * Sound always clear (unless purposefully done) and ambient noise always appropriate or there is appropriate use of silence * Background music and sound fx always balanced well * Music and fx enhance mood/ pacing
Editing	<ul style="list-style-type: none"> * No transitions between clips are used or too many different transitions used without thought to purpose * Many video clips are too long or too short and leave out essential action or dialogue * Several video clips do not fit the storyline or are poorly ordered and transitions between scenes do not show evidence of thoughtful execution 	<ul style="list-style-type: none"> * Basic transitions used (cut and fade) appropriately and other types of transitions usually added as appropriate for the scene * Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story * Most video clips fit the storyline and most transitions between scenes thoughtfully executed 	<ul style="list-style-type: none"> * All transitions between clips appropriate, suit mood and content, and smooth the flow from scene to the next * Variety of pacing and changes fit the "mood" of the content * Pacing keeps viewers interested * All video clips fit the storyline and transitions between scenes thoughtfully executed