

MEDIA ARTS 10 ASM20 COURSE CULMINATING TASK

FALL TERM 09/10

Overall Course Expectations

- *Demonstrate skills in manipulating traditional art tools related to media art (e.g. video camera, photocopier);*
- *Demonstrate skills in manipulating new and emergent digital technologies used in creating media art (e.g. computer, digital camera);*
- *Use the stages of the creative process to communicate their ideas individually and in groups (e.g. exploration, experimentation, production, evaluation);*

Specific Expectations

- *Recognize and use vocabulary specific to media art.*
- *Use appropriately the tools and equipment of traditional art forms related to media art;*
- *Communicate an idea through the integrated use of digital techniques and materials;*

TASK NOTES – PLEASE READ

The nature of the tasks and end product will vary depending on the medium chosen, e.g. digital photography, animation or video production. These can be considered separate strands with unique assessment criteria.

This CCT document covers TWO TYPES of task using two different media, Photography and Video. Students will choose EITHER TASK TYPE as their CCT.

However, as is the nature with media, a hybrid or mixed media project is also acceptable where students elect to use a mix of both media, or introduce another medium such as animation or CG. ***If this is the case, the criteria for completion and summative assessment will be determined on an individual basis, using this document as a baseline template.***

PHOTOGRAPHY TASK

Students will work to present a portfolio of 25-30 different photographs for presentation. The photographs must represent the chosen theme, and must be *wholly original works created by the student*. If “found” imagery – i.e. images taken from print, internet, etc - are to be used, they must represent no more than 20% of the total portfolio, and each image must be edited and utilized by the student to create a wholly new work. It will not be acceptable to simply dress up a “found” image using Photoshop and call it original. Instead the onus will be on the student to demonstrate originality in their approach to manipulating or incorporating any such images.

PHOTOGRAPHY THEME

The theme is “**Natural versus Artificial**”. A sub-theme that can be explored is “Artifice”, meaning the use of a skill or craft to make something artificial appear real e.g. fake Xmas trees.

The portfolio should also reflect some kind of journey, figurative or literal.

The selection and ordering of images for presentation should therefore illustrate the concept of transition or change, from first to last image.

COMPOSITION

No more than one repetition of a particular composition. This allows for contrasting shots to be set up, but prevents students from shooting multiple variations of the same composition. The ONE EXCEPTION to this is where time-lapse or bracket shooting is employed, but again this must not exceed 20% of the total portfolio, unless approved by the teacher.

MEDIA ARTS PRODUCTION JOURNAL

The Media Arts Production Journal is an integral part of the CCT. Students will use the journal in two ways:

FORMATIVELY – Students log daily entries covering their aims, inspirations and reflections as they develop their portfolios. These logs may be used as part of a formative assessment by the teacher to help realize the students’ intentions.

SUMMATIVELY – Students record a written **ANALYSIS** and **REFLECTION** on their own work upon completion of the project. They may include evidence from the daily log entries to support their analysis. The idea is that students can demonstrate their photographic intentions, and compare them with the final results. This forces students to consider their aesthetic intentions in taking particular shots versus the actual results.

MARKING SCHEME

The CCT is worth 30% overall. Weighting is 25% for the Portfolio, 5% for the Written Analysis.

SCHEDULE

The deadline for delivery and presentation of the portfolios together with the written analysis is January 19th, with the **FINAL WINDOW** on January 20th.

SHORT VIDEO PRODUCTION TASK

Students will create a 10-15 minute narrative video production observing professional guidelines. The video will be delivered as a Quicktime movie file.

SPECIFIC COURSE EXPECTATION

- solve creative problems in production teams by following all stages of the creative process.

VIDEO PRODUCTION THEME

Loss, Rebirth, Reconciliation, or Revenge are possible themes to be explored.

PRODUCTION PAPERWORK

Students will be responsible for delivering PREPRODUCTION MATERIAL i.e. a SHORT PREMISE, OUTLINE, STORYBOARD and SHOT LIST. Students must strive to use the appropriate formal film terms in all official assessed production paperwork.

In addition, students will write a SHORT ESSAY (1-2 pages) reflecting on their achievements with the finished project, compared with their initial intentions outlined in the preproduction material. This is designed to foster critical awareness of their creative abilities.

N.B. All Production Paperwork Listed Above Will Be Included In The Summative Evaluation.

MEDIA ARTS PRODUCTION JOURNAL

Students log appropriate daily entries covering their aims, inspirations and reflections as they develop their production. These logs may be used as part of a FORMATIVE ASSESSMENT by the teacher, to help realize the students' intentions.

MARKING SCHEME

The CCT is worth 30% overall. Weighting is 25% for the Video Production, 3% for the Short Essay, 2% for all Production Paperwork.

SCHEDULE

The deadline for delivery and presentation of the video project together with the PRODUCTION PAPERWORK is January 19th, with the FINAL WINDOW on Jan 20th.

PLEASE NOTE THAT THE PREPRODUCTION MATERIAL MUST BE APPROVED BY THE TEACHER BEFORE VIDEO SHOOTING CAN BEGIN.