

**COURSE COM1020: MEDIA & YOU****Level:** Introductory**Theme:** Presentation**Prerequisite:** None**Description:** Students are provided with a hands-on introduction to the various segments of communication studies: presentation and communication, photography, print, and audio/video production.**Note:** It is recommended that students, especially at the junior high level, take this course before proceeding to other Communication Technology courses.**Parameters:** Access to specialized facilities or equipment such as still and video cameras, VHS players, some type of print production equipment and a computer.**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 and describe current media and materials</li> <li>• use photographic, print and audio/video equipment to communicate ideas and information</li> <li>• prepare and deliver a presentation</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>• a teacher-directed evaluation of the student's knowledge of various media, materials and processes</li> <li>• a portfolio consisting of               <ul style="list-style-type: none"> <li>– a photographic assignment in which quality and intent is either demonstrated or discussed</li> <li>– an audio/video assignment in which quality and intent is either demonstrated or discussed</li> <li>– a print assignment in which quality and intent is either demonstrated or discussed.</li> </ul> </li> </ul> <p><i>Assessment Tool</i> <i>Portfolio Assessment COM1020-1</i></p> <p><i>Standard</i> <i>Performance rating of 1 for each criteria</i></p> <ul style="list-style-type: none"> <li>• a short oral and/or visual presentation where the student discusses his or her projects with his or her peers.</li> </ul> <p><i>Assessment Tool</i> <i>Presentations/Reports COM1020-2</i></p> <p><i>Standard</i> <i>Performance rating of 1 for each criteria</i></p>	<p>20</p> <p>70</p> <p>10</p>

**COURSE COM1020: MEDIA & YOU (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>given sample photographs, identify key characteristics of a good photograph; e.g.:               <ul style="list-style-type: none"> <li>image is in focus</li> <li>image is properly framed</li> <li>intent is clear</li> </ul> </li> <li>describe key characteristics of a good photograph in photo assignments</li> <li>where possible, demonstrate a variety of cameras and other photography equipment such as:               <ul style="list-style-type: none"> <li>pinhole camera</li> <li>photogram</li> <li>Polaroid camera</li> <li>Instamatic camera</li> <li>Single Lens Reflex (SLR) camera</li> <li>digital camera</li> </ul> </li> <li>process film and make prints (Note: if processed commercially, discuss processes used to develop film and make prints)</li> <li>view and describe sample audio/video projects (professional and/or student projects) with respect to:               <ul style="list-style-type: none"> <li>intent</li> <li>project planning</li> <li>storyboard</li> <li>camera work</li> <li>recording level</li> </ul> </li> </ul>	<p>Have students bring and discuss examples of communication products—music jackets, magazines, posters, photographs, videos, etc.</p> <p>Students may attempt to use a thematic approach to their projects; e.g., a business card, a poster and/or a video or print project may all be related to the same project.</p> <p>Use critiquing as a means to allow students to develop constructive criticism.</p> <p>Encourage students to integrate presentations into their other classes and other community activities.</p>

**COURSE COM1020: MEDIA & YOU (continued)**

Concept	Specific Outcomes	Notes
<p>Process and Procedures (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• produce a short audio/video project such as:               <ul style="list-style-type: none"> <li>– a commercial</li> <li>– an interview</li> <li>– a recorded message</li> </ul> </li> <li>• analyze and describe sample print projects (professional and/or student projects) with respect to:               <ul style="list-style-type: none"> <li>– layout</li> <li>– elements/principles of design</li> <li>– clarity of message</li> <li>– techniques used</li> </ul> </li> <li>• select a message (e.g., business card, poster, pamphlet, flyer, invitation) and design, print the message ensuring the:               <ul style="list-style-type: none"> <li>– layout follows the elements and principles of design</li> <li>– image is clean</li> <li>– message is clearly understood</li> </ul> </li> <li>• identify and describe current and future media and materials</li> <li>• demonstrate responsibility and ethical behaviour by working within school and community standards.</li> </ul>	

**COURSE COM1020: MEDIA & YOU (continued)**

Concept	Specific Outcomes	Notes
Presentation	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• select one assignment and present it to the teacher and peer(s)</li> <li>• provide examples of feedback obtained on appropriateness and effectiveness of assignment based on:               <ul style="list-style-type: none"> <li>– how well the assignment met the objectives</li> <li>– technical quality</li> <li>– meeting of school and community standards</li> </ul> </li> <li>• select and include work in a portfolio.</li> </ul>	<p>Students should present at least one project produced in this course. Their presentation may be to a small group or to the teacher to reduce stress.</p> <p>Use critiquing as a means to allow students to develop constructive criticism.</p> <p>Encourage students to integrate presentations into their other classes and other community activities.</p> <p>Activities and assignment should be brief as the intent of Media and You is to introduce the various areas in Communication Technology.</p>