



MEDIA ARTS ESSENTIALS TEACHER/PARENT GUIDE



NOTE FROM THE FOUNDER

Hi, I'm Steve Gilbert, but you can call me Mr. G. Welcome to Media Arts Essentials. Let me tell you a little about this course and what to expect. As we discover the areas that make up media arts, students will learn some of the fundamentals of storytelling and communications and the tools used to put it all together. The goal of storytelling is holding someone's attention, stirring their emotions, inspiring them to take action, and instilling a desire for them share the story with someone else.

WHAT IS MEDIA ARTS?

Media arts is the combination of art, science, and technology to tell stories and communicate. Some of the different areas of media arts are writing, photography, film, video, and audio production, web and graphic design, and animation. It also includes emerging technologies like virtual reality and alternative reality or VR and AR. By learning the fundamentals of the tools to enhance storytelling, the choices will be greater to choose the medium to captivate and delight their audience.



IDEAS & EDUCATION



HOW THE COURSE IS STRUCTURED

This 15-week semester length course is designed using a building block approach, learning a specific skill in each lesson that can be combined with others so that students can choose how to captivate their audience. The more tools one has in their toolbox the greater variety they will have to tell their stories. Each lesson has an assignment that will help students practice their storytelling skills.

The structure of each lesson starts with an interactive video, followed by a pre-assignment essay to help gauge what they may already know. Next is the assignment followed by a post-assignment essay where students will explain their experience with the assignment. Next, we threw in extra credit, a podcast, with storytellers talking about storytelling. Lastly, there is a final quiz to test the student's knowledge and wrap up the lesson.

By learning the tools of media arts and storytelling, students won't be limited to just one area, like photography or video production. This will help them broaden their horizons to effectively get their message across. The more skills they have the more valuable they are to their classmates, friends, family, and/or their future employer.

GOING ABOVE AND BEYOND

Challenge your students to learn the tools and techniques presented and go above and beyond on their assignments to help perfect these skills. For example, if the assignment calls for taking 4 photos, take 40 and choose the best 4.

For now, let's get started on the journey with our first course, Media Arts Essentials. We'll be launching more courses in the future. Thanks for joining the conversation at Media Arts Academy!



LESSON 4: PHOTOGRAPHY FUNDAMENTALS



Purpose: By now, students should start to visualize their stories. This lesson will help by diving into the fundamentals of photography and how to look at everything with a new perspective. Taking a photograph is a way to tell a story in a single frame. We're going to talk about different angles to take photos, lighting, composition, and much more.

Key Ideas: Once you come up with your story idea and develop it, now it's time for show and tell. Photography is one tool you can use to tell your story. Think of not only talking about something but showing what you're talking about as well. It's a part of emphasizing your point and helping people remember details about your story.



By planning ahead you'll be prepared to take purposeful photos. Be intentional of what you emphasize. This can be accomplished through composition, lighting, or design. Viewers will interpret what a photograph means to them, but if you do your job it will help them draw a conclusion much easier and possibly closer to what your intention was.



Materials Needed:

- Smartphone
- Ideas & Imagination



Assignment:

See the Lesson 4 Assignment on the course platform.

See below for suggested grading rubrics.



Extra Credit:

The extra credit podcast for this lesson is: TBD



Knowledge Quiz:

See the Lesson 4 Knowledge Quiz on the course platform. The student's results will be emailed to the registrant's email upon quiz submission.

Evaluation rubric for written assignments: You can use the following grading rubric for the written assignments. Feel free to modify based on your student needs. Their submission will be emailed to the registrant's email upon submission.

Content Knowledge (40 points)	Organization (20 points)	Clarity and Presentation (20 points)	Creativity an Engagement (15 points)	Effort and Participation (5 points)
Accuracy and understanding of the topic.	Logical sequencing of ideas or steps (if applicable)	Neatness and legibility (if handwritten)	Originality of ideas or solutions	Completion of required tasks or components
Demonstration of relevant knowledge and concepts.	Clear beginning, middle, and end	Proper grammar, punctuation, and spelling	Engagement with the assignment prompt or topic	Participation in class discussions or activities related to the assignment
Appropriateness of information for the assignment	Use of headings or subheadings to organize information	Use of complete sentences and coherent paragraphs	Use of creativity in presentation (if applicable)	Effort demonstrated in the quality of work