

Visual and Performing Arts

**Subject Area**

- COURSE TITLE: Advanced Communication Media
- COURSE CODE: V0911P
- GRADE LEVEL: Grades 10-12
- COURSE LENGTH: One Year
- PREREQUISITE: One of the following electives: Video Production I, Photography/Digital Design, Journalism, Yearbook, Drama 1, Oral Interpretation
- CREDIT: 10 credits
- UC/CSU CREDIT: None
- GRADUATION REQUIREMENT: Fulfills 10 units of Visual and Performing Arts/Foreign Language/Career Tech requirement for graduation
- STANDARDS AND BENCHMARKS: Visual and Performing Arts Standards: 1.6, 1.7, 1.11, 2.9, 2.11, 2.12, 3.7, 3.8, 4.7-4.9, 5.4, 5.6
- COURSE DESCRIPTION: Advanced Communications Media is a college preparatory interdisciplinary approach to multimedia communications, which builds on student’s proficiency in journalistic writing, photography, video and design concepts. This class integrates research and writing techniques with artistic creation and expression as outlined in the California Visual and Performing Arts Framework. Students achieve an advanced understanding and appreciation of technology used as a tool in artistic expression and they continue to strengthen their analytical reading, and expository writing skills, as well as their critical thinking skills in this cross disciplinary approach. Students develop communications and writing projects centered on research in the disciplines of science, history and language arts. These projects are integrated with multimedia, Web or documentary video production techniques.
- COURSE GOALS: The Student will:
1. Develop an understanding of the visual, artistic and communication characteristics of media and media literacy.
  2. Acquire skills necessary for advanced photographic, video, and web technical processes.
  3. Develop a strong understanding of the context of media in contemporary and historic settings
  4. Develop communication skills in valuing techniques and content of media and in media performance.
- TEXTBOOK MATERIALS: None
- TEACHER RESOURCES: Media and Media Literacy Web sites  
Communication Media Books, Magazines, DVDs, guest speakers.

**Acalanes Union High School District  
 Course Content and Performance Objectives  
 Advanced Communication Media**

	<b>HSEE</b>	<b>Standards &amp; Benchmarks</b>	<b>Assessment</b>	<b>Timeline</b>
<p><b>1.0 STUDENTS PERCEIVE THE WORLD IN ARTISTIC WAYS BY REFINING THEIR SENSORY PERCEPTIONS OF WORKS OF ART, EVENTS, OBJECTS IN NATURE, AND THE ENVIRONMENT; UTILIZE THE VOCABULARY OF THE VISUAL ARTS TO EXPRESS HIS OBSERVATIONS.</b></p> <p>1.1 Analyze and discuss complex issues, which may include: distortion of shapes/forms, space, advanced color theory, implied and actual texture, scale, expressive content and real vs. virtual in the visual world, works of art, and/or electronic media.</p> <p>1.2 Discuss a series of his original works using learned art vocabulary to analyze the work in terms of personal direction.</p> <p>1.3 Select three works of art from their portfolio and discuss the intent of the work and the use of art media.</p>	N/A	<p>1.0</p> <p>1.6</p> <p>1.7</p> <p>1.11</p>	<p>Personal Communication</p> <p>Personal Communication Constructed Response</p> <p>Performance Assessment</p>	15% of Class time
<p><b>2.0 STUDENTS APPLY ARTISTIC KNOWLEDGE AND SKILLS IN A VARIETY OF VISUAL ARTS MEDIA AND TECHNICAL PROCESSES TO COMMUNICATE MEANING AND INTENT THROUGH THE CREATION OF ORIGINAL ARTWORKS.</b></p> <p>2.1 Create original works of art of increasing complexity and with increased skill in a variety of media, which might include installations or performance art.</p> <p>2.2 Select work and present it appropriately in an exhibit.</p>	N/A	<p>2.0</p> <p>2.9</p> <p>2.11</p>	<p>Performance Assessment</p> <p>Performance Assessment</p>	60% of class time

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	HSEE	Standards & Benchmarks	Assessment	Timeline
2.3 Demonstrate in his visual artworks a personal style and in advanced proficiency in communicating an idea, theme or emotion.		2.12	Performance Assessment	
<b>3.0 STUDENTS DESCRIBE AND ANALYZE THE ROLE AND DEVELOPMENT OF VISUAL ART IN PAST AND PRESENT CULTURES THROUGHOUT THE WORLD NOTING HUMAN DIVERSITY AS IT RELATES TO THE VISUAL ARTS AND ARTISTS.</b>	N/A	3.0		10% of class time
3.1 Investigate and discuss universal concepts expressed in artwork from diverse cultures.		3.7	Constructed Response	
3.2 Produce a multimedia artwork that demonstrates knowledge of technology skills and that presents a cohesive concept.		3.8	Performance Assessment	
<b>4.0 STUDENTS CONSIDER WHY PEOPLE MAKE ART. THEY ANALYZE AND INTERPRET ART IN ORDER TO DERIVE MEANING; DEVELOP CRITERIA TO MAKE INFORMED JUDGMENTS ABOUT THE QUALITY OF THEIR WORK AND THE WORK OF OTHERS.</b>	N/A	4.0		10% of class time
4.1 Compare the ways that the meaning of specific artwork has changed over time.		4.7	Constructed Response	
4.2 Analyze and articulate how society influences the interpretation of artwork.		4.8	Constructed Response	
4.3 Use criteria for making judgments and identify the difference between preference and judgment.		4.9	Personal Communication	

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	<b>HSEE</b>	<b>Standards &amp; Benchmarks</b>	<b>Assessment</b>	<b>Timeline</b>
<p><b>5.0 STUDENTS APPLY WHAT THEY LEARN IN VISUAL ARTS ACROSS SUBJECT AREAS AND BEYOND THE CLASSROOM; DEVELOP VISUAL LITERACY AND COMPETENCIES IN PROBLEM SOLVING, COMMUNICATION, AND MANAGEMENT OF TIME AND RESOURCES; LEARN ABOUT CAREERS IN AND RELATED TO THE VISUAL ARTS.</b></p>	N/A	5.0		5% of class time
<p>5.1 Investigate and report on the essential features of modern and/or future technologies that currently affect or will affect visual artists and the definition of visual art.</p>		5.4	Constructed Response	
<p>5.2 Prepare several portfolios of original artwork for review by Art College and university admissions counselors, and/or graphic design or animation studio directors.</p>		5.6	Performance Assessment	

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**TEACHING STRATEGIES AND PROCEDURE**

Direct instruction, modeling demonstrations, group discussion and performance,  
Reading annotating outlining scripting  
An analytical research  
Exhibitions, competitions, collaborative presentations  
School and community based projects  
Self-directed collaborative learning

**GRADING GUIDELINES**

Tests / Finals / Written Work	15%
Performance Projects	75%
Scripts & Storyboards	10%