Digital Media (Grade 8)

Content Area: **Art**
Course(s): **Williamstown Middle School Course**
Time Period: **6 weeks**
Length: **1 Cycle (30 Days)**
Status: **Published**

Unit Overview

Offered as a six week cycle class for 8th grade students, Digital Media will combine the students' creative mind and technology. As an introduction to television studio and field production, this course will allow students to explore the technical and aesthetic concepts involved to creating a successful film and media production. Television and video production is a time sensitive activity and demands working knowledge of state-of-the-art electronics. Students will develop skill through a series of in-class group and individual exercises utilizing video and digital cameras, laptop and/or workstation computers, projectors and televisions as well as teleprompting/video editing software. The students will be exposed to the various aspects of the video production field such as the elements and principles of film, preproduction, video production structure and aesthetic principles, basic studio and electronic field production lighting and audio techniques as well as basic fundamental editing concepts, conventions and styles.

Transfer

Students will be able to independently use their learning to...

1. Demonstrate proper studio procedures and safety regulations

2. Demonstrate pre-planning skills and techniques

3. Effectively use of tools, equipment, media, technical and creative processes

4. Demonstrate skill in observation and concentration

5. Demonstrate the appropriate use of time in the completion of assignments

6. Create animated multimedia presentations including sound and images

7. Demonstrate knowledge of online video publishing using a web-based service such as YouTube and other live streaming services

8. Access and edit materials from a computer hard disk, memory card, cloud storage or other media resources.

9. Summarize fair use and Creative Commons guidelines in reference to digital video and information production

10. Work in collaboration with peers to create an original production

11. Experiment using a variety of skills, techniques, media and procedures

12. Develop an awareness for careers in the digital media field (both technical and aesthetic)

13. Recognize both social and cultural themes and how they affect the “feeling” in a production

14. Explore past and present art forms

15. Understand the motive for making animated features

16. Use proper technology, art/design and digital media terminology

17. Support constructive criticism (both taking and giving)

18. Learn to respect others work ethic, expression of themselves and aesthetic ways of thinking

Meaning

Understandings

Students will understand that...

1. Successful products don't just happen. It is through proper planning, brainstorming and iteration that a successful product can be created.

2. Every measurement and dimension in a digital model will effect how the physical product works.

3. Knowledge of how a tool works is just as important as knowing how to use it.

4. There is a correct and incorrect way to design for the tool being used.

5. There are multiple possible answers to the same problem.

6. There are multiple ways to manufacture the same product and determining the best tool for the project at hand is important.

7. Self-evaluation and reiteration of work is key to successful creation.

8. It is important to have empathy to properly define the problem that needs a solution

9. Failure is part of the design and creation process. We learn from our mistakes and reiterate. We "Learn by Doing"

Essential Questions

Students will keep considering...

1. How are visual and performing arts skills used to help us adapt to an ever-changing technological world, and to construct suitable creative expressions of this world in dance, theater, music and visual arts?

2. How can I interpret and communicate a message through digital media?

3. Can a particular art work or production be interpreted differently by multiple viewers? Why?

4. How do we use the elements and principles of art and design in the creation and response of digital media art?

5. How has digital media evolved?

6. Why is it important to have knowledge of the hardware we use, not just the software installed on it?

Application of Knowledge and Skill

Students will know...

Students will know...

Every day digital media becomes more important as a means for receiving, producing, sharing, and broadcasting information. Through the practice and use of digital recording equipment and digital editing software students will plan and produce original works with the intent to extend a message to the viewer and influence an individual's feelings through the art of Digital Media and Film. Students will also produce using coverage method to create interesting features that keep the viewer engaged in the work.

Students will be skilled at...

Students will be skilled at...

1. Defining the Elements and Principles of Digital Media and Film

2. Producing multi-angled edited productions using the Coverage Method

3. Choosing the correct framing for a shot

4. Choosing the correct camera angle to portray a specific feeling or message in their product.

5. Successfully use a Master Shot for each scene for both filming and editing.

6. Creating original, creative, and interresting works with professional editing using skills such as continuity and matching action.

7. Proper use of the 180 and 30 degree rules.

8. Proper use of a Transition and a Cut

9. Integrating camera movement into a work to create a feeling or express a message

Academic Vocabulary

Vocab - Digital Media

Frame, Shot, Scene, Sequence, Movie/Film, Framing, Camera Angle, Camera Movement, Coverage Method, Tripod, Digital Camera, Analog Camera, SD Card, SSD vs HDD, 3 Point Lighting,

Vocab - Framing

Extreme Long Shot, Long Shot, Medium Shot (2-shot, 3-shot) Close-up, Extreme Close Up

Vocab - Camera Angle and Movement

Birds-Eye-View, High Angle, Eye-Level, Low Angle,

Vocab - Coverage Method

Inserts, Cutaways, Master Shot, Reverse Shot, Single Camera Editing, 180 Degree Rule, 30 degree Rule, Matching Action, Continuity

Learning Goal 1

Students will understand the Elements and Principles of Digital Media and Film.

TECH.8.1.8	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.2.8	Technology Education, Engineering, Design, and Computational Thinking - Programming: All students will develop an understanding of the nature and impact of technology, engineering, technological design, computational thinking and the designed world as they relate to the individual, global society, and the environment.

Target 1

Students will be able to create a poster or digital design referrencing one of the Elements and Principles of Digital Media and Film.

VPA.1.1.8.D.1	Describe the intellectual and emotional significance conveyed by the application of the elements of art and principles of design in different historical eras and cultures.
TECH.8.1.8.A.2	Create a document (e.g., newsletter, reports, personalized learning plan, business letters or flyers) using one or more digital applications to be critiqued by professionals for usability.
TECH.8.1.8.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.8.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
TECH.8.2.8.C.1	Explain how different teams/groups can contribute to the overall design of a product.
TECH.8.2.8.C.2	Explain the need for optimization in a design process.
TECH.8.2.8.C.3	Evaluate the function, value, and aesthetics of a technological product or system, from the perspective of the user and the producer.
TECH.8.2.8.C.CS1	The attributes of design.

Learning Goal 3

Students will be able to create an original piece of work using a digital video editing program

TECH.8.1.8	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.

Target 1

Students will edit a full featured digital media film work using continuity, matching action, the 30 degree and 180 degree rules.

TECH.8.1.8.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.8.A.2	Create a document (e.g., newsletter, reports, personalized learning plan, business letters or flyers) using one or more digital applications to be critiqued by professionals for

	usability.
TECH.8.1.8.A.CS1	Understand and use technology systems.
TECH.8.1.8.A.CS2	Select and use applications effectively and productively.
TECH.8.1.8.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.
TECH.8.1.8.B.1	Synthesize and publish information about a local or global issue or event (ex. telecollaborative project, blog, school web).
TECH.8.1.8.B.CS1	Apply existing knowledge to generate new ideas, products, or processes.
TECH.8.1.8.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.8.C	Communication and Collaboration: Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.
TECH.8.1.8.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
TECH.8.1.8.C.CS2	Communicate information and ideas to multiple audiences using a variety of media and formats.
TECH.8.1.8.C.CS3	Develop cultural understanding and global awareness by engaging with learners of other cultures.
TECH.8.1.8.C.CS4	Contribute to project teams to produce original works or solve problems.
TECH.8.1.8.D.2	Demonstrate the application of appropriate citations to digital content.
TECH.8.1.8.D.3	Demonstrate an understanding of fair use and Creative Commons to intellectual property.
TECH.8.1.8.E.CS1	Plan strategies to guide inquiry.
TECH.8.1.8.E.CS3	Evaluate and select information sources and digital tools based on the appropriateness for specific tasks.
TECH.8.1.8.F.CS2	Plan and manage activities to develop a solution or complete a project.

Summative Assessment

Students' will be evaluated for overal learning through the use of a high stakes common assessment "final exam". The exam will utilize a combination of multiple choice, matching, word bank and fill-in-the-blank questions as well as a rubric based final project.

21st Century Life and Careers

CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP11	Use technology to enhance productivity.

Formative Assessment and Performance Opportunities

Assessment throughout the 30 day cycle will be a combination of the following...

- Daily quick warm up exercises regarding previously learned information.

- Quizzes

- Assigned activities and group/individual project based assignments assessed using performance based rubric

- Self Assessment and group assessment

- Class participation

- Oral Presentation

- Exit Tickets

- Student Interviews

Differentiation/Enrichment

- Individualized project topics
- Lesson extension
- Manipulative items
- Review and Practice exercises
- Self-Reflections
- Small group instruction
- Video and other visual presentations

Unit Resources

30 Day Curriculum Map - Digital Media

Digital Media Resources Folder

- Adobe Premiere CC
- Digital HD Video Camera
- Lighting Design Kit
- SD Card
- SD Card Reader
- Tripod
- Windows Workstations