

# Unit 1c-Media Arts: Generating and Conceptualizing Ideas

Content Area: **Technology**  
Course(s): **Technology 3**  
Time Period: **Marking Period 1**  
Length: **2 weeks**  
Status: **Published**

## Essential Questions

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How do media artists generate ideas and formulate artistic intent? How does collaboration expand and affect the creative process? How can creative risks be encouraged?

## Big Ideas

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Media arts use a variety of sources such as imagination and creative processes to inspire and transform concepts and ideas into artistic expression.

## Enduring Understandings

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- 1.2.5.Cr1a: Generate ideas for media artwork, using a variety of tools, methods and/or materials.
- 1.2.5.Cr1b: Develop individual and collaborative artistic goals for media artwork using a variety of methods.
- 1.2.5.Cr1c: Connect media artwork to personal experiences and the work of others.
- 1.2.5.Cr1d: Collaboratively form ideas, plans, and models to prepare for media artwork.
- 1.2.5.Cr1e: Model ideas and plans in an effective direction.
- 1.2.5.Cr1f: Brainstorm goals and plans for a media art audience.