

Communication Media 10, 20, 30 Outcomes and Indicators

Module 1 Communication Through Media (Core)

Suggested Time: 3-5 hours

Level: Introductory

Prerequisite: None

Outcome: Identify various roles and influences of communication media in school and society.

Indicators:

- a. Discuss and clarify the purposes for communication media including established examples such as video, audio, and interactive media and emerging examples such as blogs, wikis, social networking, and multiple platforms.
- b. Identify and explain a communications model which includes aspects such as the message, the sender, the mode of transmission, the receiver, and any interactivity.
- c. Describe specific examples where there is emphasis on communication in society (e.g., school, community, home).
- d. Provide some judgement of and justification for effective communications processes and practices (e.g., ads, business, embedded media).
- e. Reflect and articulate personal learning goals for using communication media.

Module 2A Legal and Ethical Issues (Core)

Suggested Time: 2-3 hours

Level: Introductory

Prerequisite: None

Outcome: Investigate and articulate legal issues related to media such as copyright, privacy, and consent.

Indicators:

- a. Define the term "copyright" in relation to Canadian law and assess its impact on a Communication Media class.
- b. Describe the 3 factors that place some works in the public domain and cite some examples of these works along with reasons for their inclusion.
- c. Investigate and report on current issues and resources connected to copyright law such as "open source", "creative commons", and stock resources.
- d. Investigate and report on the need for consent in various circumstances such as location, appearance, material, and music.

Module 2B Legal and Ethical Issues (Core)

Suggested Time: 2-3 hours

Level: Intermediate

Prerequisite: Module 2A

Outcome: Discuss and reflect on the need for societal standards (e.g., legal, ethical, community norms and values) and cultural sensitivity in media.

Indicators:

- a. Formulate a list of societal standards in relation to issues including sexism, racism, and homophobia and support the list with positive media examples.
- b. Compose a strategy for inclusion of appropriate language, content, and images reflective of societal standards in personal, class, and school projects and assignments.
- c. Identify and discuss various rating systems for media such as television, movies, and games.
- d. Identify and discuss some issues regarding posting of images on the web including safety, possible consequences, and permanence of web postings.

Module 2C Legal and Ethical Issues (Core)

Suggested Time: 2-3 hours

Level: Advanced

Prerequisite: Module 2B

Outcome: Identify through research the positive and negative aspects of creative, artistic, and intellectual works receiving ownership protection.

Indicators:

- a. Utilize the Canadian Intellectual Property Office to distinguish between copyright, a patent, and an industrial design and identify some common examples.
- b. Collect and categorize a number of articles from various sources regarding intellectual property which reflect opposing points of view.
- c. Explain and support a personal stance on intellectual property.

Module 3 Production Stages (Core)

Suggested Time: 3-5 hours

Level: Introductory

Prerequisite: Module 1

Outcome: Investigate and articulate the tasks and skills, including project management, required by various media during the stages of preproduction, production, and postproduction.

Indicators:

- a. Create broad definitions of preproduction, production, and postproduction as they pertain to communication media.
- b. Compare two different media in terms of the work done during preproduction, production, and postproduction.
- c. Identify the key roles in various types of media productions and generate a list of their functions during preproduction.
- d. Explain project management concepts including timelines, breakdown into smaller tasks, budget, roles, responsibilities, and delivery.

Module 4 Career Opportunities (Core)

Suggested Time: 3-5 hours

Level: Introductory

Prerequisite: None

Outcome: Assess the career opportunities in existing and emerging communication media in Saskatchewan, Canada and globally including post-secondary education and training programs.

Indicators:

- a. Identify specific examples of skills required in Communication Media courses that fall into the categories identified by Human Resources and Skills Development Canada (HRSDC) as Essential Skills and by the Conference Board of Canada (CBoFC) as Employability Skills.
- b. Identify the Essential Skills from HRSDC and Employability Skills from the CBoFC and correlate them to the skills needed to build a successful career in communication media.
- c. Investigate programming offered by the universities inside and outside of Saskatchewan as well as SIAST and other technical institutes to examine the breadth of post-secondary education programs available in communication media studies including industry association programming such as the Saskatchewan Motion Picture Industry Association and the Saskatchewan Music Association.
- d. Contribute to the collective knowledge of the class through research and sharing on the general activities and opportunities for careers in media production including entrepreneurial aspects.

Module 5 Preproduction Processes (Core)

Suggested Time: 2-3 hours

Level: Introductory

Prerequisite: Module 3

Outcome: Clearly articulate and demonstrate an understanding of the preproduction process.

Indicators:

- a. Identify and explain effective strategies to create the production elements during preproduction such as creating the production intention, content, predicting the audience effect, creating a treatment, writing a script, and making a storyboard.
- b. Identify types of hardware and software used in media communications and explain how they are used effectively to produce communications.
- c. Apply critical thinking and decision making regarding the relationship among the production **intention**, the target **audience**, and the **technology** format.

Module 6A Video Production (Core)

Suggested Time: 10-20 hours

Level: Introductory

Prerequisite: Module 5

Outcome: Develop and demonstrate increasing skill through the practice and use of equipment (e.g., camera,

lights) and processes (e.g., camera work, set lighting) during the typical steps of the production stage of shooting video and beginning postproduction.

Indicators:

- a. Identify the key components of a video camera and explain the function of each as well as the benefits of turning off the automatic settings for the camera.
- b. Identify various video formats and explain their current general usage.
- c. Identify and demonstrate industry standard practices of video camera use for positioning (e.g., eye level, high and low angles, point of view), framing (e.g., wide shot, close-up, two shot), movement (e.g., tilt, pan, zoom), and depth of field.
- d. Discuss the purposes of lighting in a video and reasons why different lighting would be used (e.g., mood, clarity of images).
- e. Demonstrate an understanding of motivated lighting effects such as ambient, manipulated, one, two, and three point lighting.
- f. Understand and explain the challenges for the recording of audio in a single system video production.
- g. Demonstrate postproduction techniques by editing video shot to complete a simple cut such as an entrance or exit cut.

Module 6B Video Production (Core)

Suggested Time: 10-20 hours

Level: Intermediate

Prerequisite: Module 6A

Outcome: Develop, refine, and appraise personal skills and understandings acquired in Module 6A while experimenting with postproduction activities.

Indicators:

- a. Refine storyboarding techniques used in Module 2 to plan shots for video to include transition techniques.
- b. Correctly apply common industry terminology such as fade in, fade out, action safe, title safe, reverse angle, voice over, cut to, and over the shoulder.
- c. Critique the composition of some sample videos looking for examples of techniques that add interest to shots such as adding depth, and the rule of thirds.
- d. Frame faces to create interest for the viewer by applying the rule of thirds, using correct headroom and nose room.
- e. Experiment with motivated lighting effects to gain an understanding of how light is used effectively.
- f. Discuss and demonstrate the differences between transitional devices such as dissolves and cuts.
- g. Demonstrate increasing skill in editing by completing various shot-to-shot transitions such as an entrance cut, an exit cut, and an action cut.
- h. Create a personal assessment of acquired skills and

understandings to share with the instructor.

Module 7A Audio Production (Core)

Suggested Time: 5-10 hours

Level: Introductory

Prerequisite: Module 5

Outcome: Produce audio through interpretation and application of accepted practices in audio concepts, processes, and equipment selection.

Indicators:

- a. Critique the importance of quality sound in a variety of audio applications.
- b. Assess audio equipment needs in a variety of situations and choose the best microphone application to meet those needs.
- c. Effectively employ audio production equipment to produce a variety of audio formats such as MP3, AIFF, and WAV.
- d. Practice using audio equipment to produce recordings of increasing quality and complexity.
- e. Identify and discuss the analog and digital elements of audio collection and manipulation.

Module 7B Audio Production (Core)

Suggested Time: 5-10 hours

Level: Intermediate

Prerequisite: Module 7A

Outcome: Refine and assess audio production skills based on accepted practices related to recording concepts, processes, and equipment selection.

Indicators:

- a. Develop increasing sensitivity regarding audio quality including concepts such as perspective, continuity, and presence.
- b. Develop digital work station skills in audio mixing and editing.
- c. Critique personal recordings within a group context to give and receive constructive feedback from self and peers.
- d. Create a personal assessment of acquired skills and understandings to discuss with the instructor.

Module 8A Interactive Media (Core)

Suggested Time: 10-20 hours

Level: Introductory

Prerequisite: Module 5

Outcome: Develop and demonstrate skill to create and produce interactive media.

Indicators:

- a. Use a variety of planning techniques (e.g., research, design briefs, task lists, mock-ups, storyboards, site maps) to design an interactive media project such as web pages, social media, or a blog.

- b. Use application software and equipment to perform a variety of production tasks (e.g., inputting, manipulating, and outputting audio; embedding and linking graphics; posting media on the internet).

Module 8B Interactive Media (Core)

Suggested Time: 10-20 hours

Level: Intermediate

Prerequisite: Module 8A

Outcome: Create and assess interactive media using multiple platforms

Indicators:

- a. Use a variety of effective planning techniques to create a media project complete with a management plan.
- b. Collaborate on creation of a unique messaging project involving more than one media format.
- c. Employ software to increase personal skills and abilities to communicate effectively.
- d. Create a self-assessment of acquired skills based on given criteria.

Module 9A Project (Core)

Suggested Time: 20-30 hours

Level: Introductory

Prerequisite: Module 3

Outcome: Create an effective production project based on a personal or group vision for communicating with the larger society beyond your classroom.

Indicators:

- a. Determine class production ideas and participate in preproduction planning as part of a production team with defined roles.
- b. Create a project description which includes goals, intended audience, equipment requirements, software requirements, treatment, storyboard, detailed timeline, and assessment criteria.
- c. Demonstrate skill with the use of video, audio, and/or interactive media.
- d. Assess personal and group goals through a process of reflection and self-assessment.
- e. Engage classmates and/or others in an exhibition of the project.

Module 9B Project (Core)

Suggested Time: 25-35 hours

Level: Intermediate

Prerequisite: Module 9A

Outcome: Create a project displaying increasing complexity and sophistication based on an individual or group vision to communicate with society at large.

Indicators:

- a. Develop increasing skill using more advanced techniques (e.g., video mixing, audio mixing, creating titles) along with previously acquired skills.
- b. Develop assessment criteria for the project (e.g., rubric) in consultation with the teacher.
- c. Participate in the planning of a public or invitational exhibition of class projects.

Module 9C Project (Core)

Suggested Time: 50-85 hours

Level: Advanced

Prerequisite: Module 9B

Outcome: Devise and implement a plan demonstrating a high level of critical and creative thinking to communicate a concept and express ideas with society at large.

Indicators:

- a. Develop a personal or group proposal for an effective messaging strategy to the public using multiple platform delivery.
- b. Demonstrate increasing complexity of planning using industry standard project management.
- c. Create a project with high quality technical merit.
- d. Participate in a postproduction process which includes editing as a recursive process involving decision making, self and peer critiques, and trial audiences.
- e. Invite feedback through a public exhibition of the project.
- f. Assess demonstrated proficiency by completing a self-assessment with peers and the instructor.

Module 10 Innovative Technology and Software (Optional)

Suggested Time: 2-3 hours

Level: Intermediate

Prerequisite: Module 1

Outcome: Research innovative ideas in technology and media and share their potential to influence our lives.

Indicators:

- a. Argue either for or against a statement such as, "Individuals must accept ongoing independent research into innovation as part of one's professional responsibility" by reflecting on and expressing personal opinions with one's own justification about the issues involving technological change.
- b. Examine and evaluate websites or other resources that demonstrate new conceptions and techniques in communication media.
- c. Share personal research (e.g., blog, presentation).

Module 11 Effectiveness of Communication (Optional)

Suggested Time: 2-3 hours

Level: Intermediate

Prerequisite: Module 1

Outcome: Create an assessment of the effectiveness of a production based on the message, the intended audience, and the chosen medium.

Indicators:

- a. Explore and interpret the interrelationship between the message, the audience, and the medium.
- b. Create a rubric using agreed-upon effectiveness criteria and use it to assess a production.
- c. Choose a professional production and critique its success in terms of effectiveness of reaching its target audience.

Module 12A Visual Effects (Optional)

Suggested Time: 3-5 hours

Level: Introductory

Prerequisite: Module 3

Outcome: Generate an increased level of engagement of an audience through imaginative use of visual effects.

Indicators:

- a. Identify an example of visual effects and justify why the production is or is not effective in terms of communication to the audience.
- b. Research types of visual effects used such as optical, chemical, and mechanical effects to share with the class.
- c. Explore and review effects from a variety of sources.
- d. Incorporate visual effects into personal or group projects, as appropriate, to increase audience engagement.

Module 13 Audio Effects and Music (Optional)

Suggested Time: 3-5 hours

Level: Introductory

Prerequisite: Module 3

Outcome: Effectively use audio and/or music to increase the engagement of an audience.

Indicators:

- a. Identify an example of audio effects and/or use of music and provide an opinion of why the example is more effective in engaging the audience.
- b. Research sources and production techniques for audio effects.
- c. Explore and review audio effects from a variety of sources.
- d. Incorporate effects and/or music into personal or group projects, as appropriate, to increase audience engagement.

Module 14 Animation (Optional)

Suggested Time: 10-20 hours

Level: Intermediate

Prerequisite: Module 5

Outcome: Evaluate and draw conclusions about using animation as an effective means of enhancing communication to a target audience.

Indicators:

- a. Reflect on the purposes and advantages of using animation rather than live action.
- b. Create a project or portion of a personal or group project using animation.
- c. View, analyze, and share insights with peers about animation styles and techniques.

Module 15 Scripting (Optional)

Suggested Time: 3-8 hours

Level: Advanced

Prerequisite: None

Outcome: Demonstrate an understanding of the components of a script which includes accepted industry formats and processes.

Indicators:

- a. Through exploration of examples, identify the elements of documentary and dramatic script writing and discuss the basic differences between the two.
- b. Compare the structures and processes of writing a video (movie, documentary) script to a fiction or non-fiction story or book.
- c. Incorporate industry-recognized script writing formats into personal or group projects

Module 16 A & B Work Study Preparation (Optional)

Suggested Time: 3-5 hours

Level: Intermediate/Advanced

Prerequisite: Module 9A

Note: Work Study is used to prepare students for employment through specific skill development within a workplace. The number of work study opportunities is equal to the number of courses available in the curriculum area at the 20 and 30 level.

Outcome: Recognize how school-based skills development will be used to meet workplace expectations.

Indicators:

- a. Obtain a list of roles and responsibilities of the workplace.
- b. Brainstorm a list of factors which may affect workplace performance.
- c. Discuss effective and positive verbal and non-verbal communication in the work place.
- d. Develop a résumé which can be forwarded to a potential employer.
- e. Practise effective interview techniques based on established guidelines (e.g., the greeting, the exchange, and the parting).

Note: For more information about implementing work study in schools, see the Work Study

Guidelines for the Practical and Applied Arts included in the Practical and Applied Arts Handbook. The training plan for the student should be designed to relate to the outcomes of the course modules chosen in collaboration with the cooperating employer.

Module 17 A & B Work Study Placement (Optional)

Suggested Time: 10-50 hours

Level: Intermediate/Advanced

Prerequisite: Module 15

Outcome: Gain experience in the world of work in the communication media industry to make more informed choices about careers by expanding the career research and exploration beyond the classroom.

Indicators:

- a. Develop an awareness of career opportunities in Saskatchewan and beyond.
- b. Gain an opportunity for the development of entry level workplace skills that may lead to sustainable employment in the communication media industry.
- c. Establish standards of work performance acceptable to the student and employer.
- d. Identify and report on essential skills and employability skills as they relate to a work environment.

Note: For more information about implementing work study in schools, see the Work Study Guidelines for the Practical and Applied Arts included in the Practical and Applied Arts Handbook. The training plan for the student should be designed to relate to the outcomes of the course modules chosen in collaboration with the cooperating employer.

Module 18 A & B Work Study Follow-up (Optional)

Suggested Time: 2-4 hours

Level: Intermediate/Advanced

Prerequisite: Module 16

Outcome: Reflect and report on the work experience including but not limited to hours of work, personal relationships, employer expectations, evaluation criteria, and overall personal performance.

Indicators:

- a. Design and participate in an exit interview with the workplace.
- b. Prepare and present a report on the work study experience including aspects such as:
 - expected hours of work
 - dress code
 - job description
 - employer expectations
 - employer evaluation process
 - absent and late policies
 - personal relationships
 - problem solving

- communication.

Module 99 A, B, C: Extended Study (Optional)

Suggested Time: 10-25 hours

Level: Introductory/Intermediate/Advanced

Prerequisite: None

Note: The extended study module may be used only once in each 100 hour course. In the Student Data System, record 99A for the first extended study module offered in the course series, and, if needed, 99B for the second and 99C for the third.

Module Overview:

Evolving societal and personal needs, advances in technology, and demands to solve current problems require a flexible curriculum that can accommodate new ways and means to support learning in the future. The extended study module is designed to provide schools and teachers with an opportunity to meet current and future demands not provided for in current modules in the PAA curriculum.

This flexibility allows a school or teacher to design one new module per credit to complement or extend the study of the core and optional modules to meet the specific needs of students or the community. The extended study module is designed to extend the content of the pure courses and to offer survey course modules beyond the scope of the available selection of PAA modules.

The list of possibilities for topics of study or projects for the extended study module approach is as varied as the imagination of those involved in using the module. The optional extended study module guidelines should be used to strengthen the knowledge, skills, and processes advocated in the PAA curriculum.

For more information on the guidelines for the Extended Study module see the Practical and Applied Arts Handbook.