

## Media Arts Course at Deer Lake SDA School

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Becoming a 12 grade academy brings with it a significant responsibility to provide relevant education to secondary students. In a rapidly changing information age, Deer Lake School has chosen to offer a Media Arts12 elective course, to assist students in navigating a media-flooded society. The class combines the ethics of using media wisely with some of today's most popular digital media arts technology.

At Deer Lake, parents supported the idea of creating a Media Arts lab and generously donated funds to purchase 22 Mac computers. Laura Lui and Joey Aguilar are team-teaching the elective course, now being offered for its second year. The course includes:

### Media & the Internet - Legal & Ethical Issues

If today's students are going to make informed decisions around media rights and the Internet, they must understand the issues. Introductory learning in the course includes Canadian Copyright Laws and how to make wise choices regarding ethical downloading, intellectual property, social networking, blogging, and general internet safety.

### Digital Photography, Videography & Audio Recording

Digital data is easy to accumulate, and students can very quickly find themselves overwhelmed with material. Workflow teaches students to be proactive in their organizing right from the pre-production phase. This portion of the class emphasizes the importance of filing - organizing photos, scheduling, video and audio files through titling, dating and categorizing.

Students study the technical aspects of using a digital SLR camera, video camera and various types of audio recording equipment. Digital photography and videography is taught using manual settings, as well as the use of lighting and post editing software on Adobe Lightroom and Apple Final Cut Pro and Apple Motion. The equipment they learn to use in videography includes handheld and steadicam items such as tripods, dollies, jibs and cranes.

The world is not just changing, it is becoming increasingly complex as the global pool of information expands and becomes ever more accessible. Students live in a world that is dramatically more complex than it was just a few years ago. In a remarkably short period of time, the world and its people, economies, and cultures have become inextricably connected, driven largely by the Internet, innovations in mobile computers and devices, and low-cost telecommunications technology.

*BC Premier's Technology Council – Vision for Education Dec. 2010*

Related to literacy, communication is the ability to relate concepts and ideas to others either in person, on the page, or through technology. Media literacy is a critical, modern component of communications. Media change is affecting every aspect of our contemporary experience, and as a consequence, every school discipline needs to take responsibility for helping students to master the skills and knowledge they need to function in a hypermediated environment.  
*BC Premier's Technology Council – Vision for Education Dec. 2010*

Upon completion of the video editing process, students learn to use Sonicfire Pro to musically score their work. Audio recording encourages the students to be creative and use their own talent to learn basic sound engineering using Apple Logic Studio Pro.

## **Production Process**

The Media Arts course production process includes:

Development: Story Development Stage

Pre-production: Filming Planning & Scheduling Stage

Production: Shooting Stage

Post-production: Editing Stage

Screening/Exhibition: Viewing Stage

Students work together in teams to complete their media projects. It is through these team projects that students discover their personal talents and skills in their area of interest. Possible skills can include leadership in directing and pitching their story idea, creativity in storytelling, storyboarding, and technical strength in shot type, composition and interviewing.

At the end of the year the class mimics a working environment. Students become one large production team where they learn team management, working together collaboratively, constructive criticism, cooperation and patience. In one course they receive significant insight into the world of media arts and technology, which will assist them in any career path they pursue.

