

Nebraska K-12 Fine Arts Standards: Media Arts Glossary/Supplementary Material

What Should Be Taught in Media Arts?

Media arts is a unique medium of artistic expression that can also amplify and integrate the four traditional art forms by incorporating the technological advances of the contemporary world with an emerging skill set available to students and teachers. Media arts students cultivate both artistic abilities and technological skills.

In this ever-changing and dynamic discipline, primary categories in media arts now include:

- **Imaging Design**
 - digital process-based imagery, code enhanced (e.g., the image has code embedded for interactive and adaptive purposes)
- **Interactive Design**
 - web, game, sensory-tech, creative code
- **Moving Image**
 - Cinema/Video/Animation – narrative, non-narrative, environmental, experimental
- **Multimedia and Intermedia**
 - additive and hybridizing mixtures
- **Sound Design**
 - digital process-based aural synthesis and engineering
- **Virtual Design**
 - 3D, 4D, 5D (spatial, animated, nonlinear, interactive) environments, structures and experiences

Link to NCCAS National Standards for the Media Arts, 2012

<http://nccas.wikispaces.com/NCCAS+and+Media+Arts>

Many of the glossary terms included come directly from the NCCAS Media Arts document: NCCAS *Glossary of terms for Media Arts* (Appendix II).

<http://nccas.wikispaces.com/file/view/Media%20Arts%20position%20paper%20and%20FAQs.pdf/439573856/Media%20Arts%20position%20paper%20and%20FAQs.pdf>

Many terms in Media Arts Standards are commonly used, and are not included in the glossary listings. In addition, many of the current technologies are embedded in the Media Arts Standards. Because of this, and to maintain ease-of-reading, use of the term “glossary” is limited in this document. Searchable terms, lesser-known terms, and potential interdisciplinary activities (alphabetical listing) are included.

Augmented Reality overlay of multimedia information on top of the camera view of a situation

Audio broadcast

- Have students design and/or participate in school announcements
- Use student announcers at athletic events

Blogging, incorporating images and video

- Create a blog, add images and/or video, and elicit responses from classmates
- Conduct ongoing critiques using class blogs
- Write music and/or movie reviews in a blog

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Commercial Advertising *FA 2.1.4.a, FA 8.1.4.a*

- Create a PSA (Public Service Announcement) *FA 5.1.2.c, FA 8.1.4.a*
- Create a yearbook advertising campaign
- Using historical references, design a student election campaign (e.g., homecoming, student council)
- Produce a commercial for a product and evaluate it based on commercial art principles

Convergence (from Henry Jenkins's *Convergence Culture*) coming together of multiple forms of communications and media within digital realms, creating a new configuration or even unification of media

Digital Citizenship educational standards for learning and teaching in the digital age

<http://www.iste.org/STANDARDS> *FA 2.1.4.b, FA 5.1.4.b, FA 8.1.4.b, FA 12.1.4.b*

Digital imaging *FA 2.1.3.a, FA 5.1.3.a*

- Create poster designs for school community organizations *FA 2.1.2 a*
- Create portrait collages
- Use photo restoration for historic or damaged photos of school/community
- Produce fine art work using image manipulation
- Morph unrelated images to produce a hybrid photo
- Use appropriate well-known images to create “updated” versions while observing fair-use guidelines

Embodied of or pertaining to the body

Ethics (See *Fair-use*)

- Respect and awareness of copyright laws
- Understanding of personal liability issues
- Determine authorship, copyright, message, and copyright of various websites

Fair-use (See *Ethics*) educational guidelines pertaining to the matter of copyright in professional, intellectual property, government regulations, and public policy <http://www.ccumc.org/copyright-matters>
FA 2.1.4.b, FA 5.1.4.b, FA 8.1.4.b, FA 12.1.4.b

Graphic Design

- Create posters for school events (e.g., athletics, dance, performance) *FA 2.1.2 a*
- See PSA (above) *FA 5.1.2.c, FA 8.1.4.a*
- Create a logo for a local non-profit organization
- Photograph community events and publicize

Illustration

- Take a photo or a series of photos and add captions to tell a story create a poster
- Design a graphic novel
- Collaborate with your school newspaper for student-produced comics

Imaging design refers to digital process-based image production, whereby light is captured through cameras, processed, and conveyed through computer-based formats. This would include digital photography, software-based image manipulation, network distribution and screen presentation. Emerging forms include interactive, information embedded, and immersive imagery. *FA 2.1.3.a, FA 5.1.3.a*

Interactive design is the practice of designing sensorimotor, reactive digital products, environments, systems, and services. In addition to already mentioned interactive entries above, it encompasses the following: interface design, web design, digital and video game design, creative code, programmed/networked art, and emerging forms of reactive and responsive technologies that foster new hybrids such as “dance midi” and “motion capture”.

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Immersive media texts provide environmental, full-sensory, full-surround experiences. They suspend the viewer within a synthetic, altered environment.

Intermedia are inter-disciplinary arts that occur between genres, that are unlimited by categories and delineations. Media arts examples would include digital installation art, interactive installations, multimedia theatre, performance video, musical video sculpture, laptop orchestras, transmedia storytelling, experience design, etc.

Interviews

- Research a media career and conduct an interview with a person in the field
- Conduct an interview, produce the follow up and recap using video, audio, etc.

Mediate being conveyed, experienced, or known through media processes and technologies

Mobile devices

- Explore the concept of message mobility and message simplicity
- Design a message/ad for a variety of devices and analyze the change in visual elements/quality
- Create/re-design a logo for a mobile app

Moving Image - Animation is the rapid display of a sequence of images of 2-D or 3-D artwork or model positions to create an illusion of movement. It can be created and demonstrated in many ways, such as in a motion picture or video program. The vast majority of video advertisements incorporate some form of animation. Other common and emerging forms include the following: motion design or motion graphics, interactive animation for game graphics, flash rendering of reactive interface design for the web, interactive and sound responsive animation, stop-motion, animatics (a still image cinematic form), internet advertising, etc.

Moving Image - Cinema may refer to chemical-based film, motion pictures or movies, filmmaking, all forms of video, and cinema 4D (which is a 3D graphics application). It is a series of still or moving images. It is produced by recording photographic images with cameras, or by creating images using animation techniques or visual effects. They are made up of a series of individual images called frames or images are shown rapidly in succession. The illusion the viewer has that motion is occurring is called “persistence of vision.” This form has integrated sound as a primary element and is now commonly 3 dimensional. Alternative and emerging forms include the following: video art, video projection backdrops, video sculpture, video environments for various entertainment and communal spaces, interactive video, ambient video, simulcast video, music video, musical video, and video jockeying (playing musical samples and processes in live, improvisational situations).

Multimedia refers to media and content that is a combination of different media forms. The term can be used as a noun (a medium with multiple content forms) or as an adjective describing a medium as having multiple content forms. The term is used in contrast to media, which falls within communications and can be purely informational and utilitarian in nature. Multimedia includes a combination of text, audio, still images, animation, video, or interactive content forms.

Online art gallery *FA 8.1.2.d*

- Create a slide show of student work.
- Take a virtual tour and analyze sensory elements
- Create a virtual tour with student photographs of school/community
- Create an individual student portfolio of work

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Podcasts *FA 2.1.1.a*

- Choose a school issue and create an individual or group podcast about it
- Collaborate with student radio station to produce a podcast
- Create an instructional podcast for other students
- Interview a classmate, principal, teacher, parent

Public Service Announcement (PSA) *FA 5.1.2.c, FA 8.1.4.a*

- Choose a school/community issue and use commercial art and the power of imagery to create a PSA on that issue
- Work with community non-profit groups to create awareness of a public issue
- Create a poster for a local event

Reflection

- Watch a particular form of media arts and discuss audience reaction
- Survey audience members after viewing media arts

Research

- Choose a topic and conduct research gathering images, video, and other sensory data
- Investigate the validity of a website

Social media *FA 8.1.2.d, FA 8.1.4.a*

- Contact other students/programs nationally/internationally to collaborate on projects
- Analyze the message and effectiveness (visual and otherwise) of social media sites
- Critique appropriateness of various social media outlets/sites
- Determine message and audience for various social media

Sound design is digital process-based sound production, whereby sound waves are captured, processed and conveyed through computer-based formats. This would include digital recording, software manipulation, network distribution, and digital presentation. Sound design is used in a broad range of multimedia. This includes emerging forms of sound art and interactive sound hybrids.

Sound design

- Identify and explore sound effects in different media
- Create and record different sound effects and evaluate their effect
- Add sound to a production (e.g., movie, podcast)
- Create a music video
- Explore the effects of music on mood

Stop-motion animation

- Set a task and create short stop-action animation with characters (drawing, video, photos, etc.)
- Design a Zoetrope to simulate motion through 2-D drawing
- Recreate a short story, event, or fable using stop-motion animation

Time-lapse photography

- Create an instructional video using time-lapse photos
- Use time-lapse photography to create transitions

Video boards/display

- Study the use and purpose of a public video board
- Design an ad for a video board
- Maintain current events through the use of a video board
- Encourage audience participation through posting lyrics at public events

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Video Production

- Choose a theme/character, create a storyboard (*FA 5.1.1.b, FA 5.1.2.a, FA 12.1.1.a*), and/or produce a video production
- Reenact or reimagine a historical event/topic
- Develop a how-to video of a skill or process
- Create a visual record for science experiments
- Create and publish a lip dub

Virtual design is 2D - 5D (4D = + movement, 5D = + non-linear, interactive movement) computer based design of synthetic forms and surfaces, objects, structures and environments. It is common to the fields of industrial design, interior design, landscape design, architecture, set design, experience design, virtual reality, and the emerging form of augmented reality, which provides layers of information over one's actual perception of an environment. It is beginning to incorporate new sensory aspects including "haptics", whereby one is tactically connected with virtual environments. The olfactory component is being developed as well.

Web page design *FA 2.1.2.d, FA 12.1.2.d*

- Explore website appeal, design, audience, and effect
- Storyboard (*FA 5.1.1.b, FA 5.1.2.a, FA 12.1.1.a*) a new website design
- Design and maintain a publicly accessible art page

State Resources

Film Streams, Omaha, NE

<http://www.filmstreams.org/> Official site of films and resources dedicated to the presentation and discussion of film as an art form.

Homegrown Film Festival, Lincoln, NE

<https://www.facebook.com/homegrownfilmfest> Annual exhibition of independent and locally produced short-form video art/video production.

Mary Riepma Ross Media Arts Center (University of Nebraska-Lincoln), Lincoln, NE

<http://theross.org> Official site.

<http://theross.org/resources.php> Official site for resources on digital cinema, festival and exhibitors, film and video preservation, film distributors, filmmakers and critics, movie posters and collectables, organizations and unions.

Nebraska Arts Council, Omaha, NE

<http://www.nebraskaartscouncil.org/welcome.html> Official site for statewide information on fine arts grants, services, organizations.

http://www.nebraskaartscouncil.org/news_resources/art_links_directory/implinks1/filmvideo.html Official site for updated news/resources on Film/Video.

Nebraska Educational Telecommunications/Nebraska's PBS & NPR Stations, Lincoln, NE

<http://www.netnebraska.org/> Official site.

<http://www.netnebraska.org/basic-page/culture/arts-humanities> Official site for Arts & Humanities resources.

<http://www.netnebraska.org/basic-page/television/television> Official site for television resources.

<http://www.netnebraska.org/basic-page/radio/radio> Official site for radio resources.

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<http://www.netnebraska.org/basic-page/learning-services/learning-services> Official site for interactive educational media, community engagement and educational outreach, teaching and intern programs, and NET Virtual Learning Library.

Nebraska Independent Film Projects

<http://www.nifp.org/> Official site with educational opportunities and information for Nebraska filmmakers.

Nebraska Memories (Nebraska Library Commission), Lincoln, NE

<http://memories.ne.gov/index.php> Official site for digitized Nebraska-related historical and cultural heritage materials from participating organizations throughout Nebraska.

No Coast Films, Lincoln, NE

nocoastfilms.com Official site for documentary production on issues in education and the arts in Nebraska.

National/International Resources

Film Festivals.Com

<http://www.filmfestivalspro.com/> Official site with a wide variety of audio, video, animation, film resources, blogging, and social media information related to film.

Ibiblio (University of North Carolina-Chapel Hill), Chapel Hill, NC

<http://www.ibiblio.org/> Official site for online public library with freely available software, images, film clips and other information.

National Alliance for Media Arts and Culture (NAMAC)

<http://www.namac.org/> Official site for independent media arts organizations and businesses present resources in distance learning, research, advocacy, and practice.

National Art Education Association, Reston, VA

www.arteducators.org Official site for learning, community, advocacy, research and knowledge, grants and opportunities, careers.

National Endowment for the Arts, Washington, D.C.

arts.gov Official site for independent federal agency funding and promoting fine arts.

<http://arts.gov/artistic-fields/media-arts> Official site for information in media arts.

<http://arts.gov/grants-organizations/art-works/media-arts> Official site for grant information in media arts.

International Society for Technology in Education (ISTE)

<https://www.iste.org/> Official site.

Not-for-profit organization dedicated to supporting the use of information technology to aid in learning, teaching of K-12 students and teachers.