

Media Arts Education in K-12 Schools



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ARTS
25 EDUCATION
PARTNERSHIP

CELEBRATING 25 YEARS
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SPEAKER



Alex Karas

DIRECTOR OF ARTS PROGRAMS

LA Promise Fund



Today

What we're going to talk about

- **Who** are we and **what** do we do
- **Why** and **what** are **Media Arts**
- How **WE** do **Media Arts**
- What we've **learned** along the way
- How **YOU** can do **Media Arts**

What (we hope) you'll take away

- A **greater awareness** and **understanding** of **Media Arts** as the **fifth arts discipline**
- A **firm conviction** that . . .

YOU CAN DO THIS YOURSELF!

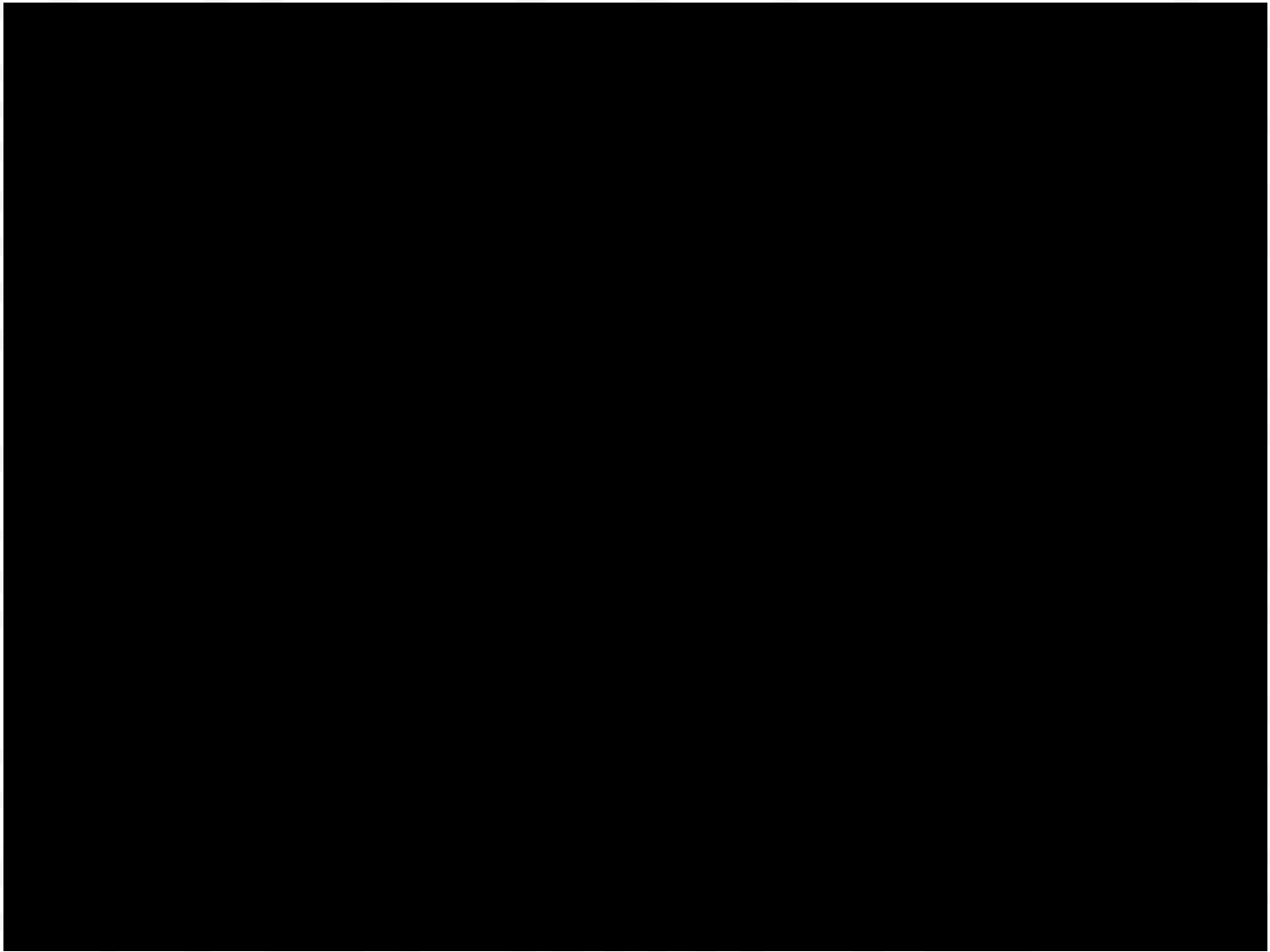
About Us

LA **PROMISE**
FUND

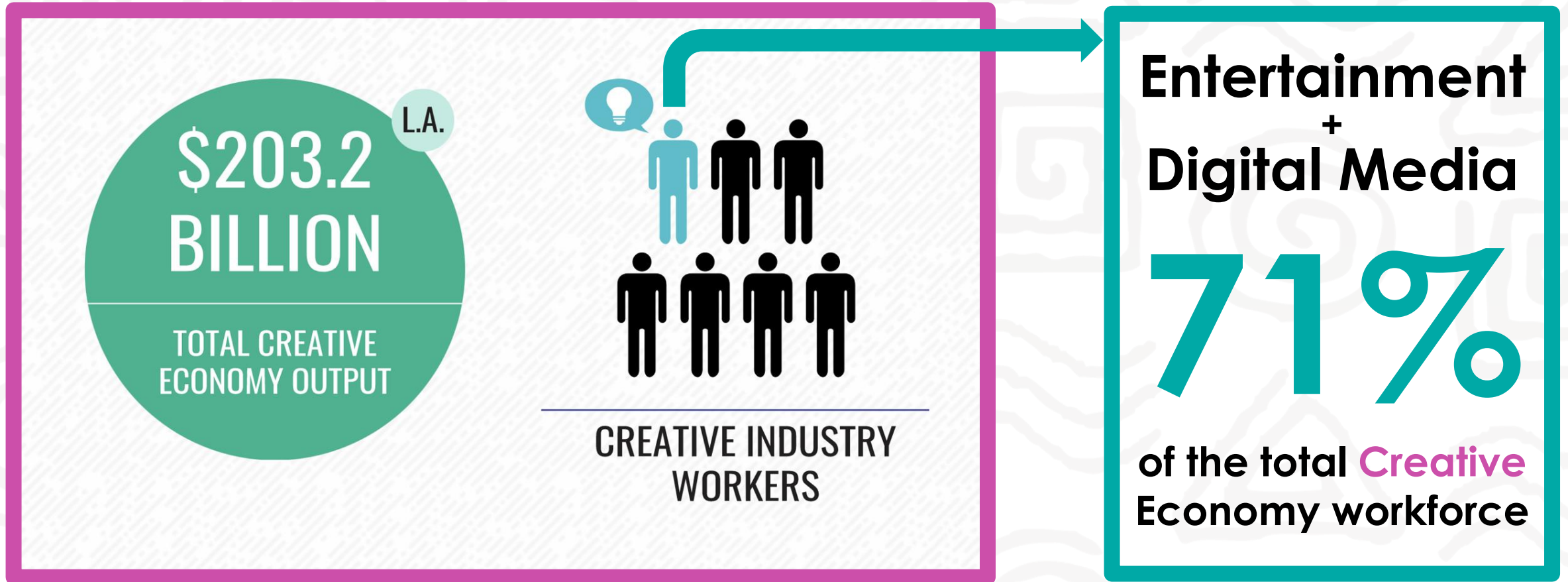
ArtsMatter

LA Promise Fund creates vibrant community hubs and partnerships that foster motivated, engaged, and directed students poised for academic, professional, and personal success.

ArtsMatter draws upon a dynamic catalogue of content provided by top artists and creators to produce high-impact arts education programming for Los Angeles schools.



LA's Creative Economy



Entertainment + Media Representation

- only **15%** of directors are people of color
- only **9%** of major studio heads are people of color
- only **7%** of senior executives are people of color
- only **14%** of unit heads are people of color
- **74%** of LA County residents are people of color
- **86%** of LA County students are people of color

41%

of LA County students are
enrolled in an arts course

7%

of LA County schools offer
courses in media arts



Federal Grant Program

Assistance for Arts Education Development and Dissemination Grant Program (Arts Matter)

1 year of planning + 3 years of implementation



Hold on, 🐘 lex!

SPEAKER



Kamella Tate, MFA, EdD

Lead Evaluator

Kamella Tate Associates, LLC



Are the Media Arts . . .

. . . disciplines?

. . . genres?

. . . mediums?

. . . experiences?

. . . types of literacy?

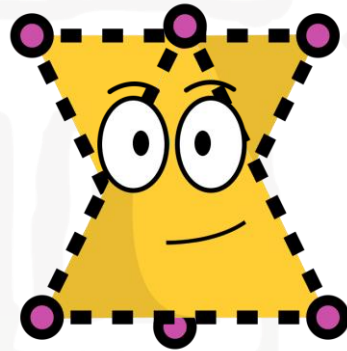
What do we mean when we talk about the "media arts"?

- Audiovisual arts
- Information arts
- Multimedia art
- Bio art
- New media art
- Digital arts
- Interactive media
- Computer art
- Tech-based art
- Dynamic painting
- Generative art
- Techno-art
- Electronic art
- Software art
- Cyber-art
- Internet art
- Game art
- Hactivism
- Tactical media
- Glitch art
- Telematic art
- Tradigital art



Working Definition

- Common understandings
- Generalities
- Educators and practitioners
- What ARE the media arts?
- What FORMS can the media arts include?





Research Literature
National Endowment for the Arts
National Art Education Association
What are **other**
California Department of Education
people saying
about media arts?
National Coalition for Core Arts
Standards (Media Arts Committee)
Americans for the Arts
Oxford Bibliographies

What ARE the media arts?

- **genres and forms** that **use electronic media**, film and technology (**analog** and **digital**; old and new)
- the emerging basis for **communications, design and social interaction**
- an **artistic medium or a medium to broaden arts appreciation and awareness** of any discipline
- the **study of human communication** through **art that is produced** using or combining **film, video, and computers**
- **technology-based** creative production and design
- **producing, viewing, playing, interacting, criticizing, analyzing, reflecting, and studying** the history of media [arts]

What
FORMS
can the
media arts
include?

Graphic Design

Photography

Animation

Film

Working Definition 1.0



The **media arts** are **genres** and **forms** that use **analog or digital electronic media** as the primary means of designing, producing, presenting, experiencing, responding to, analyzing, appreciating, critiquing, or studying **creative works** and **human communication**.

Hold on, K  mella!

SPEAKER



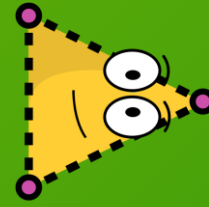
Malaika Boyer

Teacher, 6th grade Humanities

LA Promise Charter Middle School



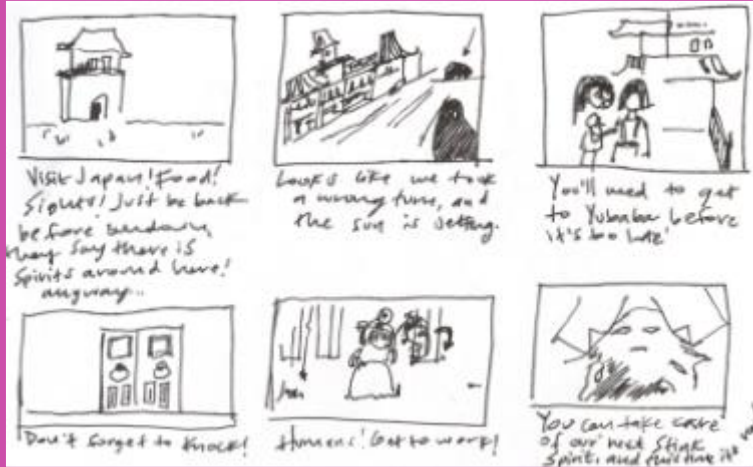
What's a "Storyboard"?



A storyboard uses **elements of art** (line, shape, color, form, composition, texture) to create a **visual story**

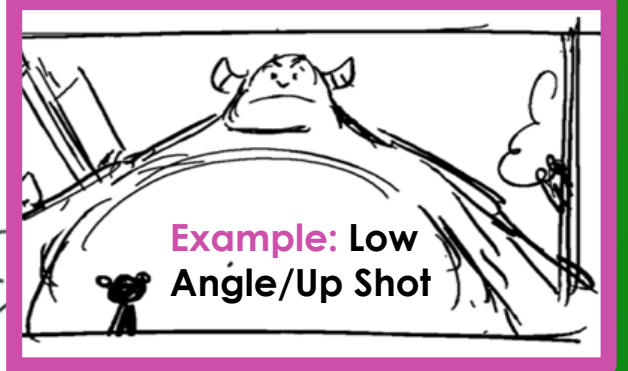
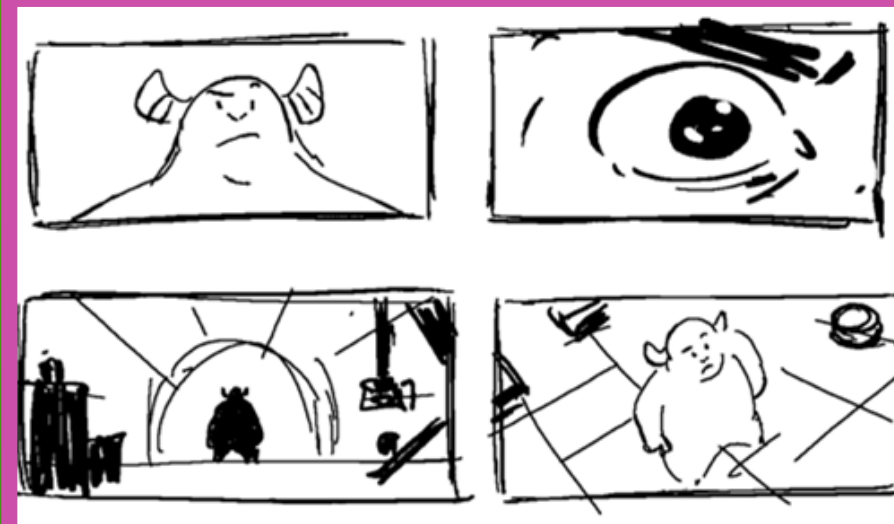


They can be **quick sketches** that tell part or all of a story



Storyboards are also used in **pre-production** to illustrate what's supposed to happen in a scene

Cinematographers use storyboards to determine **camera angles**



Storyboard Activity

OBJECTIVE

Attendees will be able to use **intentional compositional structures** and visual elements to represent key moments from their "Story of This Morning" in a storyboard.

ACTIVITY

This activity asks you to think about your morning, focusing on and choosing **four things you did**. Using pen/pencil, create a **4-panel storyboard**.

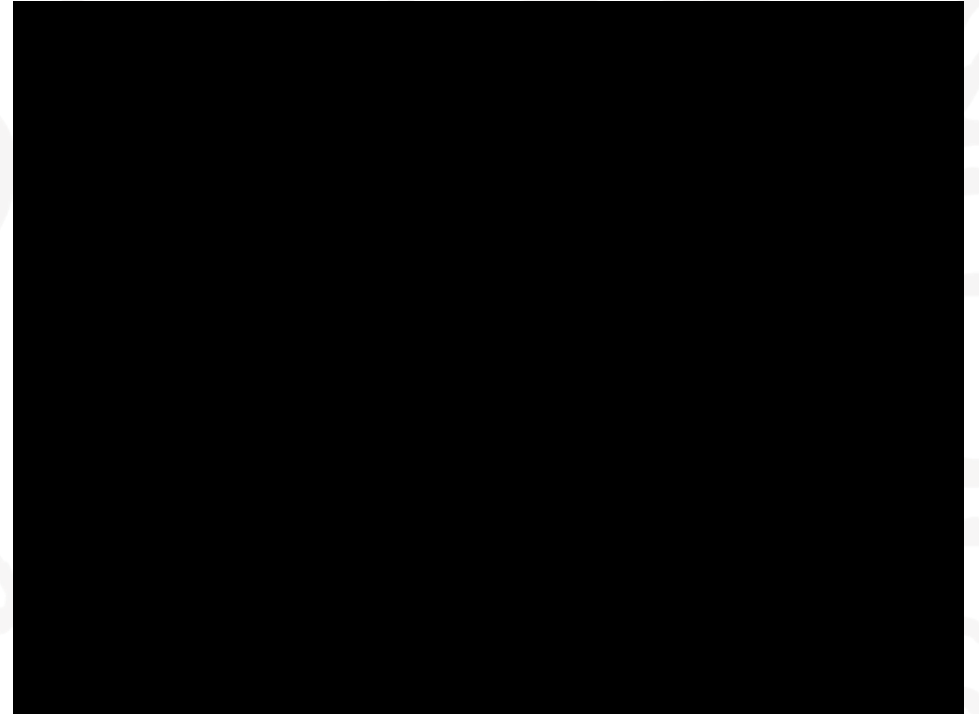
- Take a moment and do this!
- Pause your video while you complete your storyboard, and . . .
- Come back when you're finished

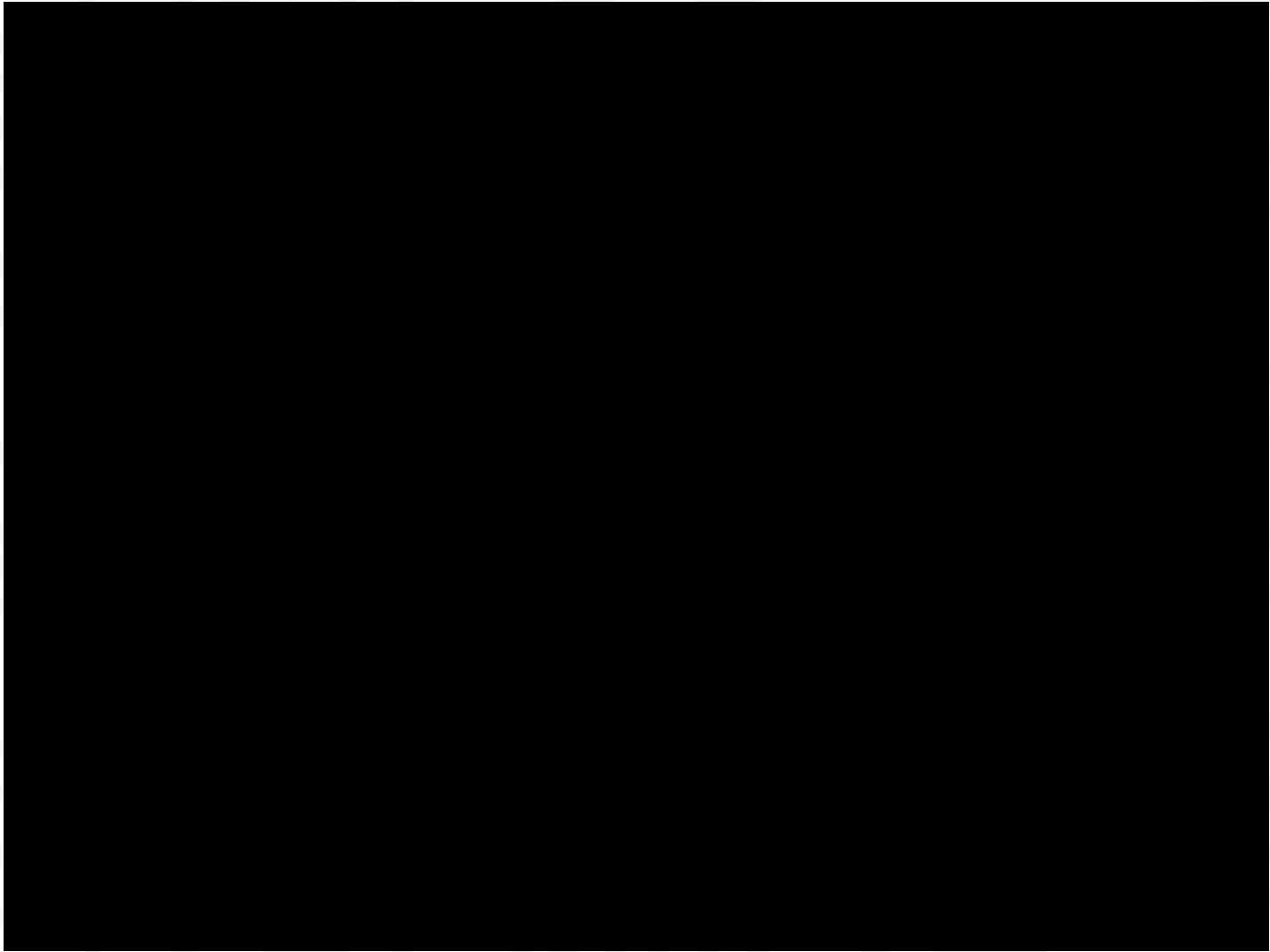
ASSESSMENT RUBRIC: Storyboard				
CLIENT REQUIREMENTS: Technology			Yes	No
<i>Artwork was saved in the format used by animation team.</i>			<input type="checkbox"/>	<input type="checkbox"/>
<i>Artwork was uploaded to animation team's database.</i>			<input type="checkbox"/>	<input type="checkbox"/>
ARTWORK EFFECTIVENESS: Shape				
COMPONENT	1	2	3	4
Shape	Shapes are not consistent among storyboard cells.	Shapes are somewhat consistent among storyboard cells.	Shapes are mostly consistent among storyboard cells.	Shapes are completely consistent among storyboard cells.

Teacher Modeling: Storyboard

*Please journey with me **as I model creating a Storyboard.***

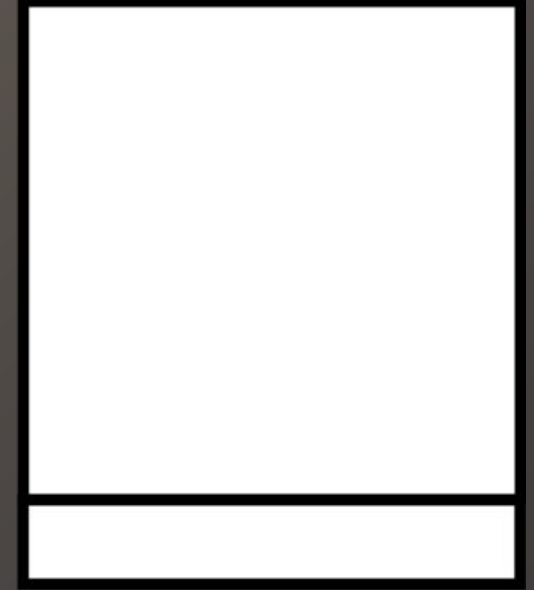
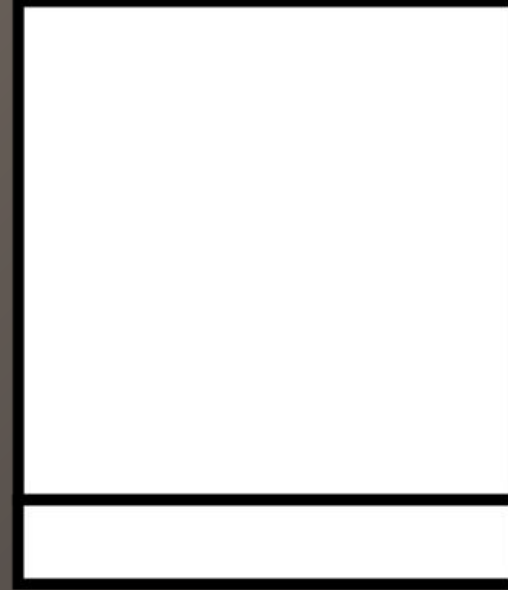
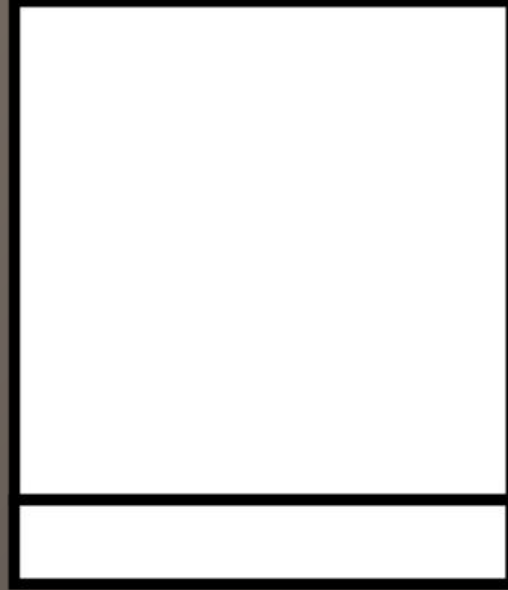
*I plan to go low tech, using **a piece of paper and a pencil.***







Landscape Analysis





Landscape Analysis



Part 1

What we've learned so far about . . .

Landscape Analysis: Teacher Motivation

Teachers in Year 1 . . .

- **87%** think the arts can be **effective in supporting the development of students' social skills**
- **79%** think the arts can **support literacy across the curriculum**
- **76%** think **integrating the arts** helps students **learn in other content areas**

Top-ranked reasons for participating?

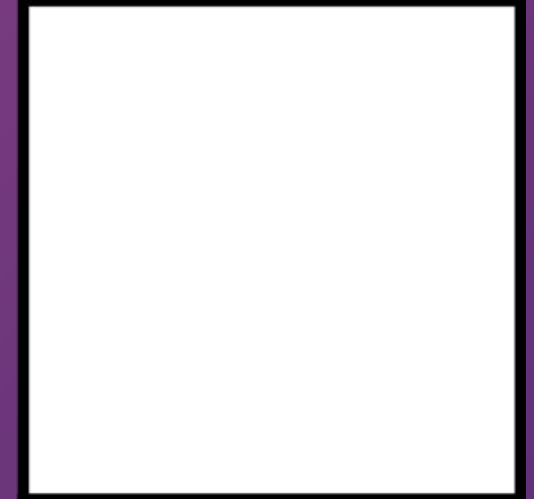
1. I think the arts are a great tool for **getting kids engaged** in school and **excited** about learning.
2. I'm always interested in **learning new teaching strategies**.
3. Kids at my school have **so little exposure to the arts**, and programs like **MAM can bridge that gap**.



Landscape Analysis



Curriculum Writing





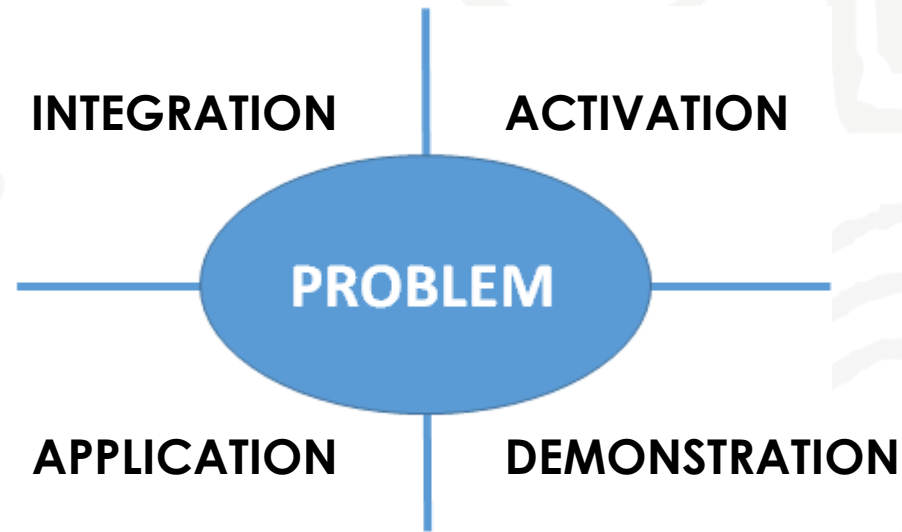
Curriculum Writing



Part 2

What we've learned so far about ...

Curriculum Development: Frameworks



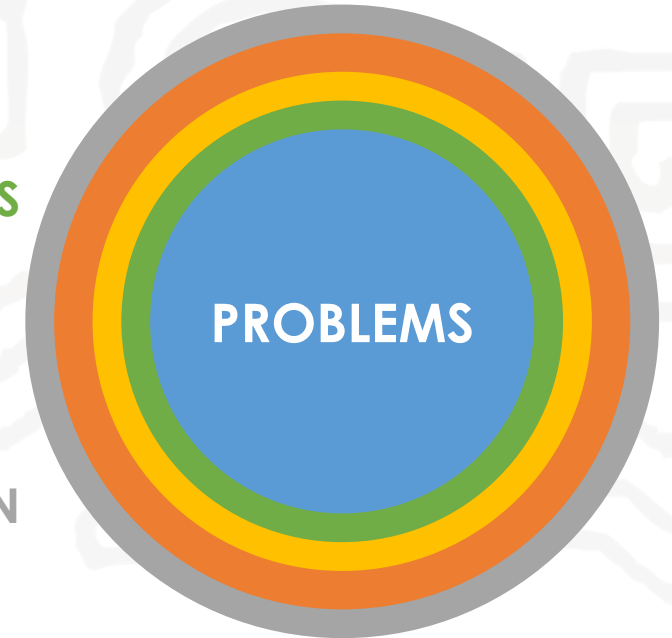
David Merrill's First Principles of Effective Instruction

Merrill, M. D. (2002b). First principles of instruction. Educational Technology Research and Development, 50(3), 43-59.

David Merrill's "Pebble-in-the- Pond" Model of Instructional Design

ANALYSIS
STRATEGY
DESIGN
PRODUCTION

Merrill, M. D. (2002a). A pebble-in-the-pond model for instructional design. Performance Improvement, 41(7), 41-46.





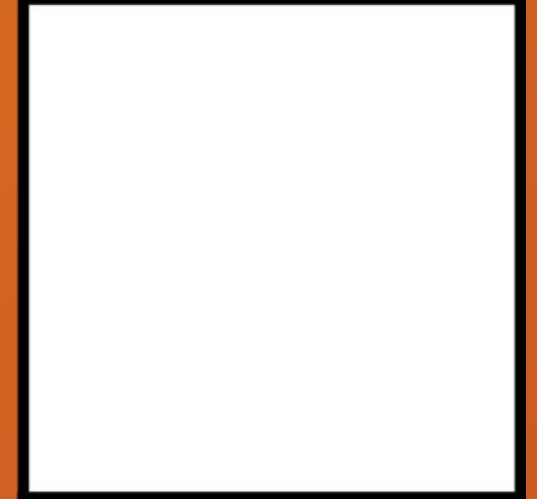
Landscape Analysis



Curriculum Writing



Teacher Training





Teacher Training



Part 3

What we've learned so far about . . .

Teacher Training: Increasing Buy-In

- Ten **Retrospective Post-then-Pre** items (N = **36**)
- **All pre-post gains** were statistically significant at **$p = .000$**

The share of teachers who said . . .

- . . . they were **excited** about integrating media arts into their teaching practice **increased from 61 to 97 percent**.
- . . . they believe media arts processes and strategies will be **useful for teaching other content** went from **47 to 97 percent**
- . . . they felt **knowledgeable** about media arts strategies grew from **less than one-fifth to over two-thirds**
- . . . they were **familiar with media arts content standards** increased from a **scant 14 percent to a robust 94 percent**



Landscape Analysis



Curriculum Writing



Teacher Training



Classroom Implementation



Classroom Implementation



Part 4

What we've learned so far about . . .

Classroom Implementation: Adaptation

Teacher Learning Continuum (TLC; Tate, 2015)



- Connecting Media Arts content to subject matter content
- Connecting Media Arts standards to other academic standards
- Using and Integrating Media Arts standards
- Assessing student learning in the arts
- Providing formative feedback to students

Media ArtsMatter in the Classroom

A conversation with

Ms. Malaika Boyer

LA Promise Charter Middle School

THANK YOU!

Contact

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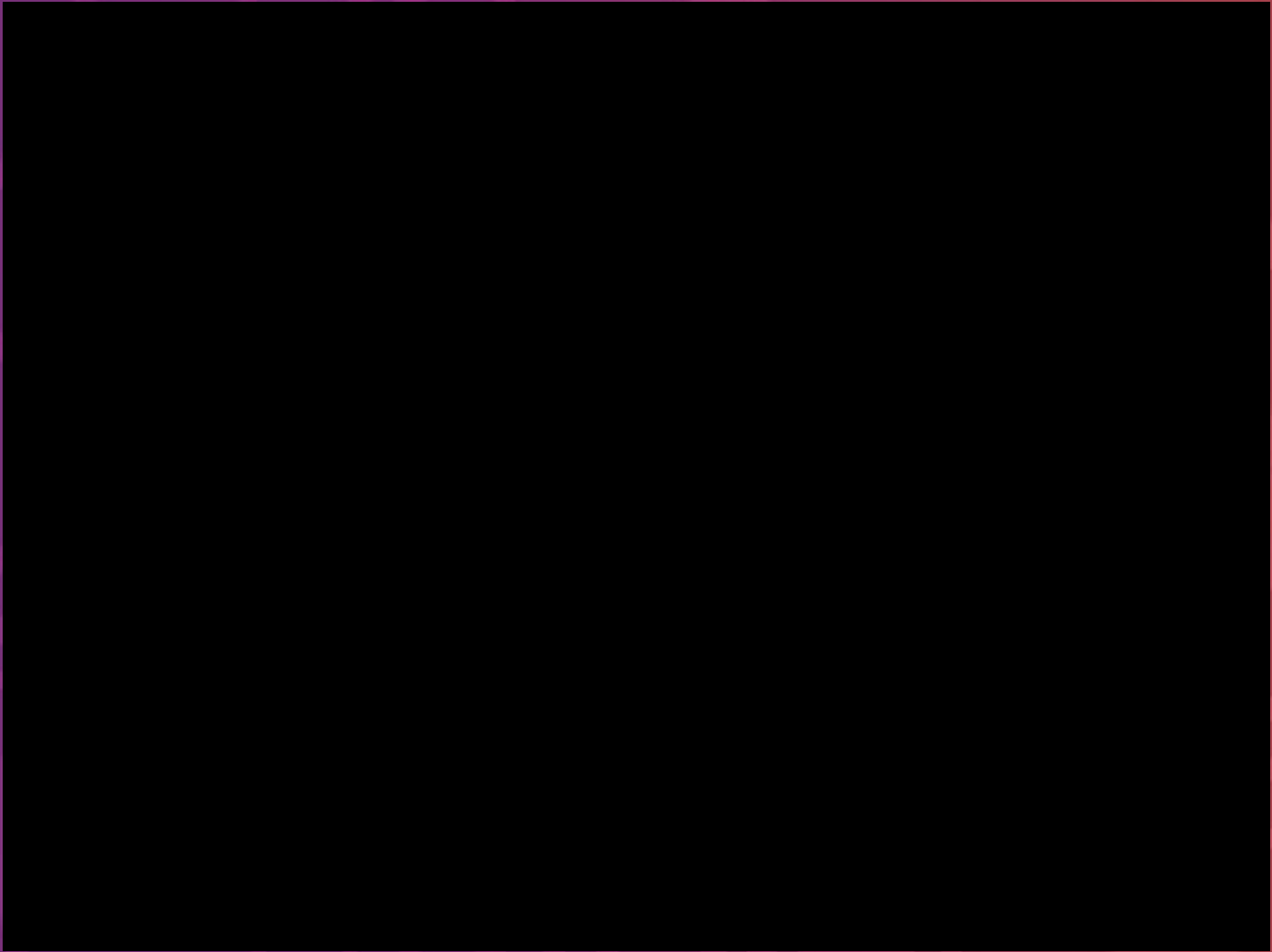
Contact

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ARTS

THANK YOU.



EDUCATION
PARTNERSHIP

We look forward to serving you again soon.

CELEBRATING 25 YEARS

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