Media Arts Education in K-12 Schools
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!
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

$203.2 BILLION
TOTAL CREATIVE ECONOMY OUTPUT

CREATIVE INDUSTRY WORKERS

Entertainment + Digital Media
71% of the total Creative Economy workforce
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 (AAEDD)

1 year of planning + 3 years of implementation

Media Arts Matter

artsmatter.org  @artsmatter
Hold on, Alex!
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
California Department of Education
National Coalition for Core Arts Standards (Media Arts Committee)
Americans for the Arts
Oxford Bibliographies

What are other people saying about media arts?
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

Virtual, augmented, and mixed reality
- Film, television, radio, audio, video
- the Internet, video games, animation
- interactive and mobile technologies
- immersive and multi-platform storytelling
- satellite streaming, app design, 3D design
- interface design, visual effects, stop-motion
- interactive design, creative code, holography
- virtual design, photography, web design
- graphic design, motion graphics, transmedia
- sound production, media literacy, fused art
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, Kamella!
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.

Cinematographers use storyboards to determine camera angles.

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

Example: Low Angle/Up Shot
# 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**

<table>
<thead>
<tr>
<th>CLIENT REQUIREMENTS: Technology</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artwork was saved in the format used by animation team.</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Artwork was uploaded to animation team’s database.</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

**ARTWORK EFFECTIVENESS: Shape**

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shape</td>
<td>Shapes are not consistent among storyboard cells.</td>
<td>Shapes are somewhat consistent among storyboard cells.</td>
<td>Shapes are mostly consistent among storyboard cells.</td>
<td>Shapes are completely consistent among storyboard cells.</td>
</tr>
</tbody>
</table>
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.
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**.
Part 2
What we've learned so far about . . .

David Merrill's First Principles of Effective Instruction

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

Part 3
What we've learned so far about . . .
Classroom Implementation
Part 4

What we’ve learned so far about…

Classroom Implementation: Adaptation

Teacher Learning Continuum (TLC: Tate, 2015)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>Connecting Media Arts content to subject matter</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Connecting Media Arts standards to other academic standards</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Using and integrating Media Arts standards</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Assessing student learning in the arts</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Providing formative feedback to students</td>
</tr>
</tbody>
</table>

I’d like to have a coach/expert visit my class to do these.

I’m going to need quite a bit more help with these.

I’m close but not quite ready to go solo with these.

I could do these by myself with a little help and/or more training.

I’m pretty sure I can handle these on my own.

... revealed challenges for teachers with:

- Connecting Media Arts content to subject matter
- 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
Alex Karas
Director of Arts Programs
LA Promise Fund
alexk@lapromisefund.org

Contact
Malaika Boyer
Teacher
LA Promise Charter Middle School
malaikab@lapromisefund.org

Contact
Kamella Tate, MFA, EdD
Lead Evaluator
Kamella Tate Associates, LLC
kamellatate@artcentricities.com
THANK YOU.

We look forward to serving you again soon.

ARTS EDUCATION PARTNERSHIP

CELEBRATING 25 YEARS