



Arizona Arts Standards

Media Arts HS

2015

Artistic Process	Anchor Standard	Enduring Understanding	Essential Question
<p>Creating (Cr) Conceiving and developing new artistic ideas and work.</p>	<ol style="list-style-type: none"> 1. Generate and conceptualize artistic work. 2. Organize and develop artistic ideas and work. 3. Refine and complete artistic work. 	<ol style="list-style-type: none"> 1. Media arts ideas, works, and processes are shaped by the imagination, creative process, and by experiences, both within and outside of the arts. 2. Media artists plan, organize, and develop creative ideas, plans, and models into process structures that can effectively realize the artistic idea. 3. The forming, integration, and refinement of aesthetic components, principles, and processes creates purpose, meaning, and artistic quality in media artworks. 	<ol style="list-style-type: none"> 1. How do media artists generate ideas? How can ideas for media arts productions be formed and developed to be effective and original? 2. How do media artists organize and develop ideas and models into process structures that can effectively realize the artistic idea? 3. What is required to produce a media artwork that conveys purpose, meaning, and artistic quality? How do media artists improve/refine their work?
<p>Producing (Pr) Realizing artistic ideas and work through interpretation and presentation.</p>	<ol style="list-style-type: none"> 4. Select, analyze, and interpret artistic work for performance. 5. Develop and refine artistic techniques and work for presentation. 6. Convey meaning through the presentation of artistic work. 	<ol style="list-style-type: none"> 4. Media artists integrate various forms and contents to develop complex, unified artworks. 5. Media artists require a range of skills and abilities to creatively solve problems within and through media arts productions. 6. Media artists purposefully present, share, and distribute media artworks for various contexts 	<ol style="list-style-type: none"> 4. How are complex media arts experiences constructed? 5. What skills are required for creating effective media artworks and how are they improved? How are creativity and innovation developed within and through media arts productions? How do media artists use various tools and techniques? 6. How does time, place, and context affect presenting or performing choices for media artworks? How can presenting or sharing media artworks in a public format help a media artist learn and grow?
<p>Responding (Re) Understanding and evaluating how the arts convey meaning.</p>	<ol style="list-style-type: none"> 7. Perceive and analyze artistic work. 8. Interpret intent and meaning in artistic work. 9. Apply criteria to artistic work. 	<ol style="list-style-type: none"> 7. Identifying the qualities and characteristics of media artworks improves one’s artistic appreciation and production. 8. Interpretation and appreciation require consideration of the intent, form, and context of the media and artwork. 9. Media artworks synthesize meaning and cultural experience 	<ol style="list-style-type: none"> 7. How do we “read” media artworks and discern their relational components? How do media artworks function to convey meaning and manage audience experience? 8. How do people relate to and interpret media artworks? 9. How and why do media artists value and judge media artworks? When and how should we evaluate and critique media artworks to improve them?
<p>Connecting (Cn) Relating artistic ideas and work with personal meaning and external context.</p>	<ol style="list-style-type: none"> 10. Synthesize and relate knowledge and personal experiences to make art. 11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding. 	<ol style="list-style-type: none"> 10. Media artworks synthesize meaning and form cultural experience. 11. Media artworks and ideas are better understood and produced by relating them to their purposes, values, and various contexts. 	<ol style="list-style-type: none"> 10. How do we relate knowledge and experiences to understanding and making media artworks? How do we learn about and create meaning through producing media artworks? 11. How does media arts relate to its various contexts, purposes, and values? How does investigating these relationships inform and deepen the media artist’s understanding and work?

Media Arts – HS Proficient

Creating (Cr)		
Cr1 Generate and conceptualize artistic ideas	MA:HSP.Cr1.a	Use teacher-selected generative methods to formulate multiple ideas, develop artistic goals, and problem solve in media arts creation processes.
Cr2 Organize and develop artistic ideas and work	MA:HSP.Cr2.a	Apply aesthetic criteria in developing, proposing, and refining artistic ideas, plans, prototypes, and production processes for media arts productions, considering original inspirations, goals, and presentation context .
Cr3 Refine and complete artistic work	MA:HSP.Cr3.a	Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts productions, demonstrating understanding of associated principles. (Such as emphasis , texture and tone .)
	MA:HSP.Cr3.b	Make changes to the content, form, or presentation of media artworks and share results.
Producing (Pr)		
Pr4 Select, analyze, and interpret artistic work for performance	MA:HSP.Pr4.a	Integrate various arts, media arts forms, and content into unified media arts productions, considering the reaction and interaction of the audience (such as experiential design).
Pr5 Develop and refine artistic techniques and work for presentation	MA:HSP.Pr5.a	Demonstrate progression in artistic, design, technical, and soft skills , as a result of selecting and fulfilling specified roles in the production of a variety of media artworks.
	MA:HSP.Pr5.b	Develop and refine a teacher-determined range of creative and adaptive innovation techniques (such as design thinking , and risk taking) in addressing identified challenges and constraints within and through media arts productions.
	MA:HSP.Pr5.c	Demonstrate adaptation and innovation through the combination of tools, techniques and content, in standard and innovative ways, to communicate intent in the production of media artworks.
Pr6 Convey meaning through the presentation of artistic work	MA:HSP.Pr6.a	Design the presentation and distribution of collections of media artworks, considering combinations of artworks, formats, and audiences.
	MA:HSP.Pr6.b	Evaluate and implement improvements in presenting media artworks, considering personal and local impacts (such as the benefits for self and others).
Responding (Re)		
Re7 Perceive and analyze artistic work	MA:HSP.Re7.a	Analyze the qualities of and relationships between the components , style, and preferences communicated by media artworks and artists.
	MA:HSP.Re7.b	Analyze how a variety of media artworks manage audience experience and create intention through multimodal perception ; and reflect analysis in production of student work.
Re8 Interpret intent and meaning in artistic work	MA:HSP.Re8.a	Analyze the intent, meanings , and reception of a variety of media artworks, focusing on personal and cultural contexts .
Re9 Apply criteria to evaluate artistic work	MA:HSP.Re9.a	Evaluate media art works and production processes at decisive stages, using teacher-identified criteria, and considering Context and artistic goals.
Connecting (Cn)		
Cn10 Synthesize and relate knowledge and personal experiences to make art	MA:HSP.Cn10.a	Access, evaluate, and integrate personal and external resources to inform the creation of original media artworks (such as experiences, interests, and cultural experiences).
	MA:HSP.Cn10.b	Explain and demonstrate the use of media artworks to expand meaning and knowledge, and create cultural experiences (such as learning and sharing through online environments).
Cn11 Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding	MA:HSP.Cn11.a	Demonstrate and explain how media artworks and ideas relate to various purposes, values, cultures, and contexts (such as social trends, power, equality, and personal/cultural identity).
	MA:HSP.Cn11.b	Critically evaluate and effectively interact with legal , technological , systemic, and vocational contexts of media arts, considering ethics , media literacy , social media, virtual worlds , and digital identity .

Media Arts – HS Accomplished

Creating (Cr)		
Cr1 Generate and conceptualize artistic ideas	MA:HSA.Cr1.a	Generate ideas, goals, and solutions for original media artworks through application of focused creative processes (such as divergent thinking and experimenting).
Cr2 Organize and develop artistic ideas and work	MA:HSA.Cr2.a	Apply a personal aesthetic in designing, testing, and refining original artistic ideas, prototypes, and production strategies for media arts productions, considering artistic intentions, constraints of resources, and presentation context .
Cr3 Refine and complete artistic work	MA:HSA.Cr3.a	Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts production, demonstrating understanding of associated principles. (Such as continuity and juxtaposition .)
	MA:HSA.Cr3.b	Refine and elaborate aesthetic elements and technical components to intentionally form impactful expressions in media artworks for specific purposes, intentions, audiences and contexts .
Producing (Pr)		
Pr4 Select, analyze, and interpret artistic work for performance	MA:HSA.Pr4.a	Integrate various arts, media arts forms, and academic content into unified media arts productions that retain thematic integrity and stylistic continuity (such as transmedia productions).
Pr5 Develop and refine artistic techniques and work for presentation	MA:HSA.Pr5.a	Demonstrate effective command of artistic, design, technical and soft skills in managing and producing media artworks.
	MA:HSA.Pr5.b	Demonstrate effective use of creative and adaptive innovation techniques (such as iterative design, and responsive use of failure) to address sophisticated challenges within and through media arts productions.
	MA:HSA.Pr5.c	Demonstrate the skillful adaptation and combination of tools, styles, techniques, and interactivity to achieve specific expressive goals in the production of a variety of media artworks.
Pr6 Convey meaning through the presentation of artistic work	MA:HSA.Pr6.a	Curate and design the presentation and distribution of collections of media artworks through a variety of contexts (such as mass audiences, and physical and virtual channels).
	MA:HSA.Pr6.b	Evaluate and implement improvements in presenting media artworks, considering personal, local, and social impacts (such as changes that occurred for people, or to a situation).
Responding (Re)		
Re7 Perceive and analyze artistic work	MA:HSA.Re7.a	Analyze and synthesize the qualities and relationships of the components in a variety of media artworks, and feedback on how they impact audience.
	MA:HSA.Re7.b	Analyze how a broad range of media artworks manage audience experience , create intention and persuasion through multimodal perception .
Re8 Interpret intent and meaning in artistic work	MA:HSA.Re8.a	Analyze the intent, meanings , and influence of a variety of media artworks, based on personal, societal, historical, and cultural contexts .
Re9 Apply criteria to evaluate artistic work	MA:HSA.Re9.a	Form and apply defensible evaluations in the constructive and systematic critique of media artworks and production processes .
Connecting (Cn)		
Cn10 Synthesize and relate knowledge and personal experiences to make art	MA:HSA.Cn10.a	Synthesize internal and external resources to enhance the creation of persuasive media artworks (such as cultural connections, introspection, research, and exemplary works).
	MA:HSA.Cn10.b	Explain and demonstrate the use of media artworks to synthesize new meaning and knowledge and reflect and form cultural experiences (such as new connections between themes and ideas, local and global networks, and personal influence).
Cn11 Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding	MA:HSA.Cn11.a	Examine in depth and demonstrate the relationships of media arts ideas and works to various purposes, values, cultures, and contexts (such as markets , systems , propaganda, and truth).
	MA:HSA.Cn11.b	Critically investigate and ethically interact with legal , technological , systemic, and vocational contexts of media arts, considering ethics , media literacy , digital identity , and artist/audience interactivity .

Media Arts – HS Advanced

Creating (Cr)		
Cr1 Generate and conceptualize artistic ideas	MA:HSAAdv.Cr1.a	Integrate aesthetic principles with a variety of generative methods to fluently form original ideas, solutions, and innovations in media arts creation processes.
Cr2 Organize and develop artistic ideas and work	MA:HSAAdv.Cr2.a	Integrate a sophisticated personal aesthetic and knowledge of systems processes in forming, testing, and proposing original artistic ideas, prototypes, and production frameworks, considering complex constraints of goals, time, resources, and personal limitations.
Cr3 Refine and complete artistic work	MA:HSAAdv.Cr3.a	Synthesize content, processes, and components to express compelling purpose, story, emotion, or ideas in complex media arts productions, demonstrating mastery of associated principles. (Such as hybridization .)
	MA:HSAAdv.Cr3.b	Intentionally and consistently refine and elaborate elements and components to form impactful expressions in media artworks, directed at specific purposes, audiences, and contexts .
Producing (Pr)		
Pr4 Select, analyze, and interpret artistic work for performance	MA:HSAAdv.Pr4.a	Synthesize various arts, media arts forms and academic content into unified media arts productions that retain artistic fidelity across platforms (such as transdisciplinary productions).
Pr5 Develop and refine artistic techniques and work for presentation	MA:HSAAdv.Pr5.a	Employ mastered artistic, design, technical, and soft skills in managing and producing media artworks.
	MA:HSAAdv.Pr5.b	Fluently employ mastered creative and innovative adaptability in formulating lines of inquiry and solutions, to address complex challenges within and through media arts productions.
	MA:HSAAdv.Pr5.c	Independently utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of complex media artworks.
Pr6 Convey meaning through the presentation of artistic work	MA:HSAAdv.Pr6.a	Curate, design, and execute the presentation and distribution of media artworks for intentional impacts, through a variety of contexts (such as markets and venues).
	MA:HSAAdv.Pr6.b	Independently evaluate, compare, and integrate improvements in presenting media artworks, considering personal to global impacts (such as new understandings that were gained by artist and audience).
Responding (Re)		
Re7 Perceive and analyze artistic work	MA:HSAAdv.Re7.a	Analyze and synthesize the qualities and relationships of the components and audience impact in a variety of media artworks.
	MA:HSAAdv.Re7.b	Survey an exemplary range of media artworks, analyzing methods for managing audience experience, creating intention and persuasion through multimodal perception , and systemic communications .
Re8 Interpret intent and meaning in artistic work	MA:HSAAdv.Re8.a	Analyze the intent, Meanings and impacts of diverse media artworks, considering complex factors of context and bias.
Re9 Apply criteria to evaluate artistic work	MA:HSAAdv.Re9.a	Independently develop rigorous evaluations of, and strategically seek feedback for media artworks and production processes , considering complex goals and factors.
Connecting (Cn)		
Cn10 Synthesize and relate knowledge and personal experiences to make art	MA:HSAAdv.Cn10.a	Independently and proactively access relevant and qualitative resources to inform the creation of clear and convincing media artworks.
	MA:HSAAdv.Cn10.b	Demonstrate and expound on the use of media artworks to accomplish new meaning , knowledge, and impactful cultural experiences.
Cn11 Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding	MA:HSAAdv.Cn11.a	Demonstrate the relationships of media arts ideas and works to personal and global purposes, values, cultures, and contexts , through relevant and impactful media artworks.
	MA:HSAAdv.Cn11.b	Critically investigate and strategically interact with legal , technological , systemic, and vocational contexts of media arts.



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