

# Arizona Arts Standards



## Media Arts HS

Student-Friendly-Language  
Learning Intentions

2022

## Media Arts – HS Proficient

Creating - Conceiving and developing new artistic ideas and work.	
<p><b>Anchor Standard:</b> Cr1 Generate and conceptualize artistic work.</p> <p><b>1 Enduring Understanding:</b> Media arts ideas, works, and processes are shaped by the imagination, creative process, and by experiences, both within and outside of the arts.</p> <p><b>Essential Question:</b> How do media artists generate ideas? How can ideas for media arts productions be formed and developed to be effective and original?</p>	
Standard	Student Friendly Language
<p><b>MA:HSP.Cr1.a</b> Use teacher-selected <b>generative methods</b> to formulate multiple ideas, develop artistic goals, and problem solve in media arts creation processes.</p>	<p>a. I am learning to use creative processes and methods to form multiple ideas, develop goals and problem-solve in media arts productions.</p>
<p><b>Anchor Standard:</b> Cr2 Organize and develop artistic ideas and work.</p> <p><b>2 Enduring Understanding:</b> Media artists plan, organize, and develop creative ideas, plans, and models into process structures that can effectively realize the artistic idea.</p> <p><b>Essential Question:</b> How do media artists organize and develop ideas and models into process structures that can effectively realize the artistic idea?</p>	
<p><b>MA:HSP.Cr2.a</b> Apply aesthetic criteria in developing, proposing, and refining artistic ideas, plans, prototypes, and <b>production processes</b> for media arts productions, considering original inspirations, goals, and presentation <b>context</b>.</p>	<p>a. I am learning to use artistic criteria to develop and improve production processes, considering the goals and presentation of the production.</p>
<p><b>Anchor Standard:</b> Cr3 Refine and complete artistic work.</p> <p><b>3 Enduring Understanding:</b> The forming, integration, and refinement of aesthetic components, principles, and processes creates purpose, meaning, and artistic quality in media artworks.</p> <p><b>Essential Question:</b> What is required to produce a media artwork that conveys purpose, meaning, and artistic quality? How do media artists improve/refine their work?</p>	
<p><b>MA:HSP.Cr3.a</b> Consolidate <b>production processes</b> to demonstrate deliberate choices in organizing and integrating content and <b>stylistic conventions</b> in media arts productions, demonstrating understanding of associated principles (such as <b>emphasis</b>, texture and <b>tone</b>).</p>	<p>a. I am learning to organize production processes and integrate various elements and styles in media artworks, while considering principles like emphasis and tone.</p>
<p><b>MA:HSP.Cr3.b</b> Make changes to the content, form, or presentation of media artworks and share results.</p>	<p>b. I am learning to improve stylistic elements and aesthetic quality in media artworks for my own goals and preferences.</p>

## Media Arts – HS Proficient

### Producing - Realizing artistic ideas and work through interpretation and presentation.

- 4 Anchor Standard:** Pr4 Select, analyze, and interpret artistic work for performance.  
**Enduring Understanding:** Media artists integrate various forms and contents to develop complex, unified artworks.  
**Essential Question:** How are complex media arts experiences constructed?

Standard	Student Friendly Language
<p><b>MA:HSP.Pr4.a</b> Integrate various arts, media arts forms, and content into unified media arts productions, considering the reaction and interaction of the audience (such as <b>experiential design</b>).</p>	<p>a. I am learning to integrate content into effective media arts productions while considering the audience.</p>
<p><b>5 Anchor Standard:</b> Pr5 Develop and refine artistic techniques and work for presentation.  <b>Enduring Understanding:</b> Media artists require a range of skills and abilities to creatively solve problems within and through media arts productions.  <b>Essential Question:</b> 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?</p>	
<p><b>MA:HSP.Pr5.a</b> Demonstrate progression in artistic, design, technical, and <b>soft skills</b>, as a result of selecting and fulfilling specified roles in the production of a variety of media artworks.</p>	<p>a. I am improving my own skills (artistic, design, technical or soft skill) by participating in the group production of media artworks.</p>
<p><b>MA:HSP.Pr5.b</b> Develop and refine a teacher-determined range of creative and adaptive innovation techniques (such as <b>design thinking</b>, and risk taking) in addressing identified challenges and <b>constraints</b> within and through media arts productions.</p>	<p>b. I am learning a range of creative and adaptive innovation techniques to solve problems within and through media arts productions.</p>
<p><b>MA:HSP.Pr5.c</b> 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.</p>	<p>c. I am learning to communicate effectively in media artworks by using standard and innovative techniques with tools, techniques and content.</p>
<p><b>6 Anchor Standard:</b> Pr6 Convey meaning through the presentation of artistic work.  <b>Enduring Understanding:</b> Media artists purposefully present, share, and distribute media artworks for various contexts.  <b>Essential Question:</b> 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?</p>	
<p><b>MA:HSP.Pr6.a</b> Design the presentation and distribution of collections of media artworks, considering combinations of artworks, formats, and audiences.</p>	<p>a. I am learning to consider the media artwork, formats and audiences in designing their presentation and distribution</p>
<p><b>MA:HSP.Pr6.b</b> Evaluate and implement improvements in presenting media artworks, considering personal and local impacts (such as the benefits for self and others).</p>	<p>b. I am learning to consider the benefits to myself and others when I evaluate and make improvements in sharing media artworks.</p>

## Media Arts – HS Proficient

Responding - Understanding and evaluating how the arts convey meaning.	
<p><b>7</b> <b>Anchor Standard:</b> Re7 Perceive and analyze artistic work.  <b>Enduring Understanding:</b> Identifying the qualities and characteristics of media artworks improves one’s artistic appreciation and production.  <b>Essential Question:</b> How do we “read” media artworks and discern their relational <b>components</b>? How do media artworks function to convey <b>meaning</b> and manage audience experience?</p>	
Standard	Student Friendly Language
<p><b>MA:HSP.Re7.a</b> Analyze the qualities of and relationships between the <b>components</b>, style, and preferences communicated by media artworks and artists.</p>	<p>a. I am learning to analyze the qualities of and relationships between the <b>components</b> of media artworks and how they work together to communicate style.</p>
<p><b>MA:HSP.Re7.b</b> Analyze how a variety of media artworks <b>manage audience experience</b> and create intention through <b>multimodal perception</b>; and reflect analysis in production of student work.</p>	<p>b. I am learning to analyze how various media artworks use the senses to make us experience and feel something on purpose.</p>
<p><b>8</b> <b>Anchor Standard:</b> Re8 Interpret intent and meaning in artistic work.  <b>Enduring Understanding:</b> Interpretation and appreciation require consideration of the intent, form, and context of the media and artwork.  <b>Essential Question:</b> How do people relate to and interpret media artworks?</p>	
<p><b>MA:HSP.Re8.a</b> Analyze the intent, <b>meanings</b>, and reception of a variety of media artworks, focusing on personal and cultural <b>contexts</b>.</p>	<p>a. I am learning to analyze various media artworks, especially about why, when and where they were made.</p>
<p><b>9</b> <b>Anchor Standard:</b> Re9 Apply criteria to artistic work.  <b>Enduring Understanding:</b> Media artworks synthesize meaning and cultural experience.  <b>Essential Question:</b> 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>	
<p><b>MA:HSP.Re9.a</b> Evaluate media art works and <b>production processes</b> at decisive stages, using teacher-identified criteria, and considering <b>Context</b> and artistic goals.</p>	<p>a. I am learning to evaluate media artworks and the production process at certain stages, and to consider the artist’s goal and situation.</p>

**Media Arts – HS Proficient**

**Connecting - Relating artistic ideas and work with personal meaning and external context.**

**10** **Anchor Standard:** Cn10 Synthesize and relate knowledge and personal experiences to make art.  
**Enduring Understanding:** Media artworks synthesize **meaning** and form cultural experience.  
**Essential Question:** 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?

Standard	Student Friendly Language
<p><b>MA:HSP.Cn10.a</b> Access, evaluate, and integrate personal and external resources to inform the creation of original media artworks (such as experiences, interests, and cultural experiences).</p>	<p>a. I am learning to integrate my personal interests and experiences and other knowledge to create original media artworks.</p>
<p><b>MA:HSP.Cn10.b</b> Explain and demonstrate the use of media artworks to expand <b>meaning</b> and knowledge, and create cultural experiences (such as learning and sharing through online environments).</p>	<p>b. I am learning to explain and demonstrate how media artworks give us new understandings and create cultural experiences, such as learning and sharing online.</p>

**11** **Anchor Standard:** Cn11 Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.  
**Enduring Understanding:** Media artworks and ideas are better understood and produced by relating them to their purposes, values, and various contexts.  
**Essential Question:** 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?

<p><b>MA:HSP.Cn11.a</b> Demonstrate and explain how media artworks and ideas relate to various purposes, values, cultures, and <b>contexts</b> (such as social trends, power, equality, and personal/cultural identity).</p>	<p>a. I am learning to show and explain how media artworks and ideas relate to various <b>contexts</b>, purposes, and values, such as social trends, power, equality, and personal/cultural identity.</p>
<p><b>MA:HSP.Cn11.b</b> Critically evaluate and effectively interact with <b>legal</b>, <b>technological</b>, systemic, and <b>vocational contexts</b> of media arts, considering <b>ethics</b>, <b>media literacy</b>, social media, <b>virtual worlds</b>, and <b>digital identity</b>.</p>	<p>b. I am learning to be a critical thinker with media arts tools, spaces and messages, including my digital identity in social media and virtual worlds.</p>



**ARIZONA DEPARTMENT OF  
 EDUCATION**

## Media Arts – HS Accomplished

Creating - Conceiving and developing new artistic ideas and work.	
<p><b>Anchor Standard:</b> Cr1 Generate and conceptualize artistic work.</p> <p><b>1 Enduring Understanding:</b> Media arts ideas, works, and processes are shaped by the imagination, creative process, and by experiences, both within and outside of the arts.</p> <p><b>Essential Question:</b> How do media artists generate ideas? How can ideas for media arts productions be formed and developed to be effective and original?</p>	
Standard	Student Friendly Language
<p><b>MA:HSA.Cr1.a</b> Generate ideas, goals, and solutions for original media artworks through application of focused creative processes (such as <b>divergent thinking</b> and experimenting).</p>	<p>a. I am learning to use creative processes and methods like experimenting and divergent thinking to problem-solve in creating media artworks.</p>
<p><b>Anchor Standard:</b> Cr2 Organize and develop artistic ideas and work.</p> <p><b>2 Enduring Understanding:</b> Media artists plan, organize, and develop creative ideas, plans, and models into process structures that can effectively realize the artistic idea.</p> <p><b>Essential Question:</b> How do media artists organize and develop ideas and models into process structures that can effectively realize the artistic idea?</p>	
<p><b>MA:HSA.Cr2.a</b> Apply a <b>personal aesthetic</b> in designing, testing, and refining original artistic ideas, prototypes, and production strategies for media arts productions, considering artistic intentions, <b>constraints</b> of resources, and presentation <b>context</b>.</p>	<p>a. I am learning to use my own aesthetic preferences in producing original media artwork, while I consider what I want to say, what resources I have and how it will be presented.</p>
<p><b>Anchor Standard:</b> Cr3 Refine and complete artistic work.</p> <p><b>3 Enduring Understanding:</b> The forming, integration, and refinement of aesthetic components, principles, and processes creates purpose, meaning, and artistic quality in media artworks.</p> <p><b>Essential Question:</b> What is required to produce a media artwork that conveys purpose, meaning, and artistic quality? How do media artists improve/refine their work?</p>	
<p><b>MA:HSA.Cr3.a</b> Consolidate <b>production processes</b> to demonstrate deliberate choices in organizing and integrating content and <b>stylistic conventions</b> in media arts production, demonstrating understanding of associated principles. (Such as <b>continuity</b> and <b>juxtaposition</b>.)</p>	<p>a. I am learning to deliberately choose and use sets of associated principles such as continuity and juxtaposition while I organize and integrate media artworks.</p>
<p><b>MA:HSA.Cr3.b</b> Refine and elaborate aesthetic elements and technical <b>components</b> to intentionally form impactful expressions in media artworks for specific purposes, intentions, audiences and <b>contexts</b>.</p>	<p>b. I am learning to emphasize stylistic elements of my own choice to intentionally form impactful expressions in media artworks for specific purposes, intentions, audiences, and contexts.</p>

## Media Arts – HS Accomplished

### Producing - Realizing artistic ideas and work through interpretation and presentation.

**4**

**Anchor Standard:** Pr4 Select, analyze, and interpret artistic work for performance.

**Enduring Understanding:** Media artists integrate various forms and contents to develop complex, unified artworks.

**Essential Question:** How are complex media arts experiences constructed?

#### Standard

#### Student Friendly Language

**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**).

a. I am learning to maintain theme and continuity while integrating various arts, media forms, and academic content in effective media arts productions.

**5**

**Anchor Standard:** Pr5 Develop and refine artistic techniques and work for presentation.

**Enduring Understanding:** Media artists require a range of skills and abilities to creatively solve problems within and through media arts productions.

**Essential Question:** 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?

**MA:HSA.Pr5.a** Demonstrate effective command of artistic, design, technical and **soft skills** in managing and producing media artworks.

a. I am learning to apply my existing skills (artistic, design, technical or soft) to manage and produce 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.

b. I am learning to choose creative and adaptive innovation techniques such as iterative design and responsive use of failure in order to solve problems in 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.

c. I am learning to experiment and adapt to my software tool so I can effectively communicate my specific goals and the theme or story in my media artwork.

**6**

**Anchor Standard:** Pr6 Convey meaning through the presentation of artistic work.

**Enduring Understanding:** Media artists purposefully present, share, and distribute media artworks for various contexts.

**Essential Question:** 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?

**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**).

a. I am learning to curate and design the distribution of collections of media artworks through a variety of contexts.

**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).

b. I am learning to evaluate and implement improvements in presenting media artworks, considering personal, local, and social impacts.

## Media Arts – HS Accomplished

### Responding - Understanding and evaluating how the arts convey meaning.

**7** **Anchor Standard:** Re7 Perceive and analyze artistic work.  
**Enduring Understanding:** Identifying the qualities and characteristics of media artworks improves one’s artistic appreciation and production.  
**Essential Question:** How do we “read” media artworks and discern their relational **components**? How do media artworks function to convey **meaning** and manage audience experience?

Standard	Student Friendly Language
<p><b>MA:HSA.Re7.a</b> Analyze and synthesize the qualities and relationships of the <b>components</b> in a variety of media artworks, and feedback on how they impact audience.</p>	<p>a. I am learning to analyze and integrate the qualities and relationships of the <b>components</b> in a variety of media artworks, and feedback on how they impact audience.</p>
<p><b>MA:HSA.Re7.b</b> Analyze how a broad range of media artworks <b>manage audience experience</b>, create intention and persuasion through <b>multimodal perception</b>.</p>	<p>b. I am learning to analyze a broad range of media artworks and how they use the senses to create certain feelings and the urge to do things.</p>

**8** **Anchor Standard:** Re8 Interpret intent and meaning in artistic work.  
**Enduring Understanding:** Interpretation and appreciation require consideration of the intent, form, and context of the media and artwork.  
**Essential Question:** How do people relate to and interpret media artworks?

<p><b>MA:HSA.Re8.a</b> Analyze the intent, <b>meanings</b>, and influence of a variety of media artworks, based on personal, societal, historical, and cultural <b>contexts</b>.</p>	<p>a. I am learning to think about the context of a variety of media artworks while analyzing their intent, meaning and influence.</p>
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**9** **Anchor Standard:** Re9 Apply criteria to artistic work.  
**Enduring Understanding:** Media artworks synthesize meaning and cultural experience.  
**Essential Question:** 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><b>MA:HSA.Re9.a</b> Form and apply defensible evaluations in the constructive and <b>systematic</b> critique of media artworks and <b>production processes</b>.</p>	<p>a. I am learning to debate and argue for improvements to media artworks and production processes as part of the collaborative process.</p>
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## Media Arts – HS Accomplished

### Connecting - Relating artistic ideas and work with personal meaning and external context.

10

**Anchor Standard:** Cn10 Synthesize and relate knowledge and personal experiences to make art.

**Enduring Understanding:** Media artworks synthesize **meaning** and form cultural experience.

**Essential Question:** 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?

#### Standard

#### Student Friendly Language

**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).

a. I am learning to synthesize my personal resources and resources from world to create improved, persuasive media artworks.

**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).

b. I am learning to explain and demonstrate how media artworks give us new understandings and create cultural experiences, such as new connected ideas and local and global groups, as well as my personal influence.

11

**Anchor Standard:** Cn11 Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.

**Enduring Understanding:** Media artworks and ideas are better understood and produced by relating them to their purposes, values, and various contexts.

**Essential Question:** 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?

**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).

a. I am learning to carefully examine and show the relationships of media arts ideas and works to various **contexts**, purposes, and values, 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**.

b. I am learning to be a critical thinker when I use media arts tools and spaces, considering **ethics**, social media, virtual worlds, **digital identities**, audience **interactivity**, and the ways media arts exists in the world, such as laws, careers, and schools.



ARIZONA DEPARTMENT OF  
**EDUCATION**

## Media Arts – HS Advanced

### Creating - Conceiving and developing new artistic ideas and work.

**Anchor Standard:** Cr1 Generate and conceptualize artistic work.

1

**Enduring Understanding:** Media arts ideas, works, and processes are shaped by the imagination, creative process, and by experiences, both within and outside of the arts.

**Essential Question:** How do media artists generate ideas? How can ideas for media arts productions be formed and developed to be effective and original?

Standard	Student Friendly Language
<p><b>MA:HSAdv.Cr1.a</b> Integrate aesthetic principles with a variety of <b>generative methods</b> to fluently form original ideas, solutions, and innovations in media arts creation processes.</p>	<p>a. I am learning to integrate aesthetic principles with a variety of generative methods to fluently form original ideas, solutions, and innovations in media arts creation processes.</p>
<p><b>Anchor Standard:</b> Cr2 Organize and develop artistic ideas and work.</p> <p>2 <b>Enduring Understanding:</b> Media artists plan, organize, and develop creative ideas, plans, and models into process structures that can effectively realize the artistic idea.</p> <p><b>Essential Question:</b> How do media artists organize and develop ideas and models into process structures that can effectively realize the artistic idea?</p>	
<p><b>MA:HSAdv.Cr2.a</b> Integrate a sophisticated <b>personal aesthetic</b> and knowledge of <b>systems</b> processes in forming, testing, and proposing original artistic ideas, prototypes, and production frameworks, considering complex <b>constraints</b> of goals, time, resources, and personal limitations.</p>	<p>a. I am learning to integrate my personal aesthetic and knowledge of systems processes in developing original artistic ideas, prototypes, and production frameworks, while I consider constraints of goals, time, resources, and personal limitations.</p>
<p><b>Anchor Standard:</b> Cr3 Refine and complete artistic work.</p> <p>3 <b>Enduring Understanding:</b> The forming, integration, and refinement of aesthetic components, principles, and processes creates purpose, meaning, and artistic quality in media artworks.</p> <p><b>Essential Question:</b> What is required to produce a media artwork that conveys purpose, meaning, and artistic quality? How do media artists improve/refine their work?</p>	
<p><b>MA:HSAdv.Cr3.a</b> Synthesize content, processes, and <b>components</b> to express compelling purpose, story, emotion, or ideas in complex media arts productions, demonstrating mastery of associated principles. (Such as <b>hybridization</b>.)</p>	<p>a. I am learning to synthesize content, processes, and components to express compelling results in complex media arts productions, while I demonstrate mastery of associated principles.</p>
<p><b>MA:HSAdv.Cr3.b</b> Intentionally and consistently refine and elaborate elements and <b>components</b> to form impactful expressions in media artworks, directed at specific purposes, audiences, and <b>contexts</b>.</p>	<p>b. I am learning to intentionally and consistently refine and elaborate elements and components to form impactful expressions in media artworks, directed at specific purposes, audiences, and contexts.</p>

## Media Arts – HS Advanced

### Producing - Realizing artistic ideas and work through interpretation and presentation.

- 4** **Anchor Standard:** Pr4 Select, analyze, and interpret artistic work for performance.  
**Enduring Understanding:** Media artists integrate various forms and contents to develop complex, unified artworks.  
**Essential Question:** How are complex media arts experiences constructed?

Standard	Student Friendly Language
<b>MA:HSAdv.Pr4.a</b> Synthesize various arts, media arts forms and academic content into unified media arts productions that retain artistic fidelity across platforms (such as <b>transdisciplinary productions</b> ).	a. I am learning to synthesize various arts, media arts forms and academic content into unified media arts productions that retain artistic fidelity across platforms.

- 5** **Anchor Standard:** Pr5 Develop and refine artistic techniques and work for presentation.  
**Enduring Understanding:** Media artists require a range of skills and abilities to creatively solve problems within and through media arts productions.  
**Essential Question:** 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?

<b>MA:HSAdv.Pr5.a</b> Employ mastered artistic, design, technical, and <b>soft skills</b> in managing and producing media artworks.	a. I am learning to employ mastered artistic, design, technical, and soft skills in managing and producing media artworks.
<b>MA:HSAdv.Pr5.b</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.	b. I am learning to fluently employ creative and innovative adaptability in formulating lines of inquiry and solutions, to address complex challenges within and through media arts productions.
<b>MA:HSAdv.Pr5.c</b> Independently utilize and adapt tools, styles, and <b>systems</b> in standard, innovative, and experimental ways in the production of complex media artworks.	c. I am learning to independently utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of complex media artworks.

- 6** **Anchor Standard:** Pr6 Convey meaning through the presentation of artistic work.  
**Enduring Understanding:** Media artists purposefully present, share, and distribute media artworks for various contexts.  
**Essential Question:** 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?

<b>MA:HSAdv.Pr6.a</b> Curate, design, and execute the presentation and distribution of media artworks for intentional impacts, through a variety of <b>contexts</b> (such as <b>markets</b> and venues).	a. I am learning to curate, design, and execute the presentation and distribution of media artworks for intentional impacts, through a variety of contexts.
<b>MA:HSAdv.Pr6.b</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).	b. I am learning to independently evaluate, compare, and integrate improvements in presenting media artworks, considering personal to global impacts.

## Media Arts – HS Advanced

### Responding - Understanding and evaluating how the arts convey meaning.

- 7** **Anchor Standard:** Re7 Perceive and analyze artistic work.  
**Enduring Understanding:** Identifying the qualities and characteristics of media artworks improves one’s artistic appreciation and production.  
**Essential Question:** How do we “read” media artworks and discern their relational **components**? How do media artworks function to convey **meaning** and manage audience experience?

Standard	Student Friendly Language
<p><b>MA:HSAdv.Re7.a</b> Analyze and synthesize the qualities and relationships of the <b>components</b> and audience impact in a variety of media artworks.</p>	<p>a. I am learning to analyze and synthesize the qualities and relationships of the <b>components</b> and audience impact in a variety of media artworks.</p>
<p><b>MA:HSAdv.Re7.b</b> Survey an exemplary range of media artworks, analyzing methods for managing audience experience, creating intention and persuasion through <b>multimodal perception</b>, and <b>systemic communications</b>.</p>	<p>b. I am learning to analyze powerful media artworks and how they use communications systems to manage my sensory experience to direct my understanding and convince me.</p>
<p><b>8</b> <b>Anchor Standard:</b> Re8 Interpret intent and meaning in artistic work.  <b>Enduring Understanding:</b> Interpretation and appreciation require consideration of the intent, form, and context of the media and artwork.  <b>Essential Question:</b> How do people relate to and interpret media artworks?</p>	
<p><b>MA:HSAdv.Re8.a</b> Analyze the intent, <b>Meanings</b> and impacts of diverse media artworks, considering complex factors of <b>context</b> and bias.</p>	<p>a. I am learning to think deeply about the <b>context</b> of a variety of media artworks, including bias, while analyzing their <b>intent</b>, <b>meaning</b> and influence.</p>
<p><b>9</b> <b>Anchor Standard:</b> Re9 Apply criteria to artistic work.  <b>Enduring Understanding:</b> Media artworks synthesize meaning and cultural experience.  <b>Essential Question:</b> 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>	
<p><b>MA:HSAdv.Re9.a</b> Independently develop rigorous evaluations of, and strategically seek feedback for media artworks and <b>production processes</b>, considering complex goals and factors.</p>	<p>a. I am learning to independently develop rigorous evaluations of, and strategically seek feedback for media artworks and production processes, considering complex goals and factors.</p>

**Media Arts – HS Advanced**

**Connecting - Relating artistic ideas and work with personal meaning and external context.**

10

**Anchor Standard:** Cn10 Synthesize and relate knowledge and personal experiences to make art.

**Enduring Understanding:** Media artworks synthesize **meaning** and form cultural experience.

**Essential Question:** 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?

Standard	Student Friendly Language
<b>MA:HSAdv.Cn10.a</b> Independently and proactively access relevant and qualitative resources to inform the creation of clear and convincing media artworks.	a. I am learning to independently and proactively access relevant and qualitative resources to inform the creation of cogent media artworks.
<b>MA:HSAdv.Cn10.b</b> Demonstrate and expound on the use of media artworks to accomplish new <b>meaning</b> , knowledge, and impactful cultural experiences.	b. I am learning to demonstrate and expound on the use of media artworks to consummate new meaning, knowledge, and impactful cultural experiences.

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**Anchor Standard:** Cn11 Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.

**Enduring Understanding:** Media artworks and ideas are better understood and produced by relating them to their purposes, values, and various contexts.

**Essential Question:** 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?

<b>MA:HSAdv.Cn11.a</b> Demonstrate the relationships of media arts ideas and works to personal and global purposes, values, cultures, and <b>contexts</b> , through relevant and impactful media artworks.	a. I am learning to demonstrate the relationships of media arts ideas and works to personal and global <b>contexts</b> , purposes, and values, through relevant and impactful media artworks.
<b>MA:HSAdv.Cn11.b</b> Critically investigate and strategically interact with <b>legal</b> , <b>technological</b> , systemic, and <b>vocational contexts</b> of media arts.	b. I am learning to critically investigate and strategically interact with legal, technological, systemic, and vocational contexts of media arts.



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