

What is Media Arts?

Media arts is a unique medium of artistic expression that can amplify and integrate the four traditional art forms. The media artist utilizes a fundamental understanding of the mediums of analog and digital media to integrate digital technologies with traditional forms of artistic expression. The study of media arts can foster new modes and processes of creative thinking within the realms of the digital and virtual worlds that are evermore present in students' lives.

The Arizona Academic Standards in Media Arts

are intended to address the diverse forms and categories of media arts, including:

- imaging,
- sound,
- moving image,
- virtual, and
- interactive.



The National Endowment for the Arts

defines Media Arts:

"Media arts is defined by all genres and forms that use electronic media, film and technology (analog & digital; old and new) as an artistic medium or a medium to broaden arts appreciation and awareness of any discipline. For example, this includes projects presented via film, television, radio, audio, video, the internet, interactive and mobile technologies, video games, immersive and multi-platform storytelling, and satellite streaming." (NEA, 2021, p. 105)

The National Coalition for Core Arts Standards

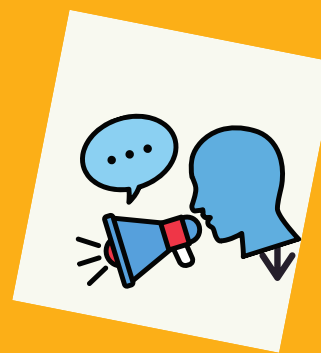
stated that:

"Media arts can be viewed as a stand-alone art form with unique characteristics and, like other art forms, media arts 1) exists as a means of creative expression, 2) involves composition and creation, and 3) is characterized by its own history and cultural development." (NCCAS, 2012, para. 3)

The National Association for Media Literacy Education

defines Media Literacy as:

"The ability to access, analyze, evaluate, create, and act using all forms of communication...Media Literacy is interdisciplinary by nature. Media Literacy represents a necessary, inevitable, and realistic response to the complex, ever-changing electronic environment and communication cornucopia surrounding us." (NAMLE, 2021)



What is Effective Use of Technology?

Effective Use of Technology is the use of technology to improve the academic achievement, academic growth, and digital literacy of all students (ESSA sec 4109)

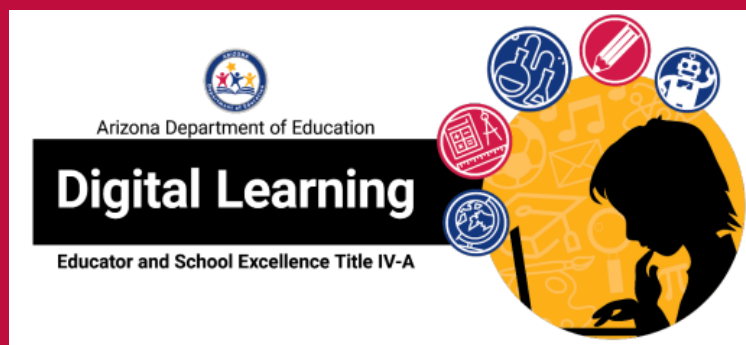
Effective Use of Technology Activities

- Supporting high-quality professional development to personalize learning and improve academic achievement
- Building technological capacity and infrastructure
- Carrying out innovative blended learning projects
- Providing students in rural, remote, and underserved areas with the resources to benefit from high-quality digital learning opportunities
- Delivering specialized or rigorous academic courses and curricula using technology, including digital learning technologies and assistive technology



What is Digital Learning?

“Digital Learning is any instructional Practice that effectively uses technology to strengthen a student’s learning experience and encompasses a wide spectrum of tools and practices”
(ESSA, 4102(1)(A))



ADE Digital Learning provides leadership, service, and support to educators and administrators to improve the effective use of technology and increase digital learning opportunities to improve the academic achievement and digital literacy of all students

References

- Every Student Succeeds Act (2015)
- National Association for Media Literacy (2021) Media Literacy Defined. <https://namle.net/resources/media-literacy-defined/>
- National Coalition for Core Arts Standards (2012). MEDIA ARTS: Frequently Asked Questions. <https://www.nationalartsstandards.org/sites/default/files/Media%20Arts%20FAQ.pdf>
- National Endowment for the Arts. (2021). Tech as Art: Supporting Artists Who Use Technology as a Creative Medium. Arts.gov



Media Arts & Effective Use of Technology

How Media Arts Standards Relate to EdTech Standards.

Creating

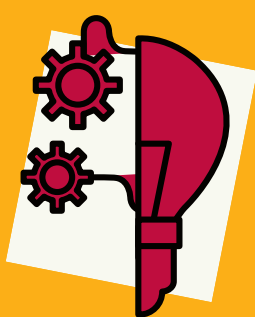
Ed Tech Standard 3 & 4

Media Arts Standard 1-3:

Generate and conceptualize artistic ideas and work

Organize and develop artistic ideas and work

Refine and complete artistic work



Innovative Designer – Students use a variety of technologies within a design process to identify and solve problems by creating new, useful or imaginative solutions.

Knowledge Constructor – Students critically curate a variety of resources using digital tools to construct knowledge, produce creative artifacts, and make meaningful learning experiences for themselves and others.

Presenting

Media Arts Standard 4-6:

Select, analyze, and interpret artistic work for performance

Develop and refine artistic work for presentation

Convey meaning through the presentation of artistic work



Ed Tech Standard 6

Creative Communicator – Students communicate clearly and express themselves creatively for a variety of purposes using the platforms, tools, styles, formats and digital media appropriate to their goals.

Responding

Media Arts Standard 7-9:

Perceive and analyze artistic work

Interpret intent and meaning in artistic work

Apply criteria to evaluate artistic work



Ed Tech Standard 6

Creative Communicator – Students communicate clearly and express themselves creatively for a variety of purposes using the platforms, tools, styles, formats and digital media appropriate to their goals.

Connecting

Media Arts Standard 10 & 11:

Synthesize and relate knowledge and personal experiences to make art

Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding



Ed Tech Standard 7

Global Collaborator – Students use digital tools to broaden their perspectives and enrich their learning by collaborating with others and working effectively in teams locally and globally.