BRITISH COLUMBIA
Ministry of Education

BIG IDEAS

The visual arts reflect the interconnectedness of the individual, community, history, and society.	Growth as an artist is dependent on perseverance, resilience, and reflection.	Meaningful artistic expression requires the engagement of the mind and body.	Visual arts provide a unique way to represent self, personal identity, and cultural expression.

Learning Standards

Curricular Competencies	Content
Students will be able to use creative processes to:	*Students are expected to know the following:*
Exploring and creating	• visual arts elements, principles of design, and image development strategies, as they apply to media arts, including but not limited to:
• Create artistic media collaboratively and as an individual using imagination, observation, and inquiry	– elements: colour, form, line, shape, space, texture, tone, value, time
• Demonstrate creative thinking by using ideas inspired by exploratory play	– principles of design: balance, contrast, emphasis, harmony, movement, pattern, repetition, rhythm, unity, depth, proportion and scale, sequencing, synchronization
• Intentionally select and combine media arts materials, technologies, and processes to convey an idea	– image development strategies: abstraction, compression, distortion, elaboration, exaggeration, gesture, figurative, fragmentation, free association, juxtaposition, magnification, metamorphosis, minification, multiplication, point of view, reversal, rotation, simplification, stylization, thumbnail sketch, transformation
• Engage in appropriate risk taking to express thoughts and emotions	
• Experiment with a wide range of media arts materials, technologies, and processes to create works of art	
• Apply creative processes and skills that engage the body and mind	
• Develop skills and techniques using a wide range of styles and influences	
• Apply problem-solving skills	• a variety of materials, strategies, techniques, and technologies that support media arts processes
• Investigate and identify ways that media arts reflect concern for, or respond to, social and environmental issues	• symbols and metaphors to represent ideas and perspectives in media arts
• Demonstrate active and disciplined engagement in creating works of art and resolving creative challenges	• the role of the artist and audience in a variety of contexts
• Create images using sound and movement	• the influence of visual culture in social and other media
• Choose a form for **prototyping** (e.g., mock-up) and develop a plan that includes key stages and resources	

Learning Standards (continued)

Curricular Competencies	Content
Reasoning and reflecting • Understand the purpose of a critique and choose when to apply suggestions • Describe and analyze, using the language of media arts, how artists use materials, media arts technologies, processes, and environments in art making • Apply thinking skills in the exploration, design, creation, and refinement of media arts creations • Apply knowledge and skills from other areas of learning in the planning, creating, interpreting, and analyzing of artistic creations • Develop personal answers to aesthetic questions • Evaluate audience response to a publication of media artworks • Evaluate a variety of materials for effective use and potential for **reuse, recycling and biodegradability** **Communicating and documenting** • Share, document, and appreciate media artworks in a variety of ways and contexts • Create works of art with a specific audience in mind • Communicate ideas and express emotions through art making • Demonstrate respect for self and others through image making and use of materials • Use media arts to communicate and respond to social and environmental issues occurring locally, regionally, and globally as they connect to personal values • Create images using media arts technology that: defend values and traditions; reflect the characteristics of other artists, movements, and periods; and reflect historical and contemporary themes **Connecting and expanding** • Create artistic works to reflect personal voice, story, and values in connection with a specific place, time, and context • Create personally meaningful artistic works that demonstrate an understanding and appreciation of how content and form influence, and are influenced by, personal, social, cultural, environmental, and historical contexts	• the influence of social, cultural, historical, political, and personal context on artistic works • a range of local, national, global, and intercultural media artists and genres • traditional and contemporary Aboriginal worldviews, stories, and history as expressed through media arts • cross-cultural perspectives as communicated through media arts • the ethics of cultural appropriation and plagiarism • the role of the artist in presenting social justice issues to an audience • symbolic and cultural associations of particular visual elements and principles of art and design in media arts • a range of materials (e.g., modelling clay, interlocking blocks, props, toys, lighting) • a range of processes and techniques (e.g., animation, claymation, montage, soundscape, storyboard, fonts, formats, illustration, layout, loop, narrative, real time, still image, transpose) • a wide variety of image sources • appropriate vocabulary for discussing media artworks and associated materials, technologies, and processes • the impact of traditional and modern technologies on image development and design • the evolution of specific media technologies used to make images • appropriate procedures associated with a specific position in a production team to create media artworks • the ethical, moral, and legal implications of using media arts technology to reproduce and distribute images

Learning Standards (continued)

Curricular Competencies	Content
- Expand media arts skills, processes, and inquiries in connection with family members, community, and world - Explore and engage in the reciprocal relationship between media arts, cultures, and society - Adapt learned media arts skills and processes for use in new contexts - Apply problem-solving skills to facilitate innovation - Make connections through media arts among individuals in a learning community and on a local, regional, and global scale - Use media arts technology to manipulate selected visual elements and principles of art and design in order to: alter the meaning or effect of images; or reflect stylistic or cultural influences - Demonstrate safe use, care, and maintenance of tools, equipment, materials, and work space - Demonstrate increasingly sophisticated application of the elements and principles of design, image development strategies, and media arts processes and technologies	- various career options in the media arts - the skills and training needed to pursue media arts careers **persuasive techniques** as they relate to story and/or text