

NATIONAL MEDIA ARTS STANDARDS

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The National Core Arts Standards printed here demonstrate that media arts is a unique art form and should be included as part of a complete arts education in public schools in America. Media arts and visual arts are distinct, complimentary and often intersecting art forms. These media arts standards provide essential information about student learning expectations for the many educators involved in media arts education, in all art forms, across content areas, and within multiple authorizing credentials.

Find out more about media arts education at:
www.mediaartseducation.org

Artistic Process Creating			Anchor Standard Generate and conceptualize artistic ideas and work.											
Enduring Understanding	Essential Questions	PreK	K	1	2	3	4	5	6	7	8	HS Proficient	HS Accomplished	HS Advanced
Media arts ideas, works, and processes are shaped by the imagination, creative processes, and by experiences, both within and outside of the arts.	How do media artists generate ideas? How can ideas for media arts productions be formed and developed to be effective and original?	Conceive	MACr1.1.PK a. Make and capture media arts content, freely and in guided practice, in media arts productions.	MACr1.1.K a. Form and capture media arts content for expression and meaning in media arts productions.	MACr1.1.1 Express and share ideas for media arts productions using play and experimentation.	MACr1.1.2 Discover multiple ideas for media arts productions through brainstorming and improvising.	MACr1.1.3 Develop multiple ideas for media arts productions using a variety of tools, methods and/or materials.	MACr1.1.4 Conceive of original artistic goals for media arts productions using a variety of creative methods, such as brainstorming and modeling.	MACr1.1.5 Envision original ideas and solutions for original media arts productions using personal experiences and/or the work of others.	MACr1.1.6 Formulate variations of goals and solutions for original media arts productions by practicing chosen creative processes, such as sketching, improvising and brainstorming.	MACr1.1.7 Produce a variety of ideas and solutions for original media arts productions through application of chosen creative processes, such as concept modeling and prototyping.	MACr1.1.8 Generate ideas, goals, and solutions for original media arts productions through application of focused creative processes, such as divergent thinking and experimenting.	MACr1.1.9 Use identified generative methods to formulate multiple ideas, develop artistic goals, and problem solve in media arts creation processes.	MACr1.1.10 Strategically utilize generative methods to formulate multiple ideas, refine artistic goals, and increase the originality of approaches in media arts creation processes.
			MACr1.1.11 Integrate a sophisticated personal aesthetic and knowledge of systems processes in forming, prototyping, and producing original artistic ideas, prototypes, and production frameworks, considering original intentions, constraints of resources, and presentation context.	MACr1.1.12 Apply a personal aesthetic in designing, testing, and refining original artistic ideas, prototypes, and production strategies for media arts productions, considering original inspirations, goals, and presentation context.	MACr1.1.13 Strategically utilize generative methods to formulate multiple ideas, refine artistic goals, and increase the originality of approaches in media arts creation processes.	MACr1.1.14 Integrate a sophisticated personal aesthetic and knowledge of systems processes in forming, prototyping, and producing original artistic ideas, prototypes, and production frameworks, considering original intentions, constraints of resources, and presentation context.								
Media artists plan, organize, and develop creative ideas, plans, and models into process structures that can effectively realize the artistic idea.	How do media artists organize and develop ideas and models into process structures to achieve the desired end product?	Develop	MACo2.1.PK With guidance, form ideas for media arts productions.	MACo2.1.K With guidance, use ideas to form plans or models for media arts productions.	MACo2.1.1 With guidance, use identified ideas to form plans and models for media arts productions.	MACo2.1.2 Choose ideas to create plans and models for media arts productions.	MACo2.1.3 Form, share, and test ideas, plans, and models to prepare for media arts productions.	MACo2.1.4 Discuss, test, and assemble ideas, plans, and models for media arts productions, considering the artistic goals and the presentation.	MACo2.1.5 Develop, present, and test ideas, plans, models, and proposals for media arts productions, considering the artistic goals and audience.	MACo2.1.6 Organize, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering the intent and resources.	MACo2.1.7 Design, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering the intent and resources.	MACo2.1.8 Structure and critique ideas, plans, prototypes, and production processes for media arts productions, considering the intent and resources.	MACo2.1.9 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.	MACo2.1.10 Apply a personal aesthetic in designing, testing, and refining original artistic ideas, prototypes, and production strategies for media arts productions, considering original inspirations, goals, and presentation context.
			MACo2.1.11 Apply a personal aesthetic in developing, proposing, and refining original artistic ideas, plans, prototypes, and production strategies for media arts productions, considering original inspirations, goals, and presentation context.	MACo2.1.12 Apply a personal aesthetic in developing, proposing, and refining original artistic ideas, plans, prototypes, and production strategies for media arts productions, considering original inspirations, goals, and presentation context.	MACo2.1.13 Apply a personal aesthetic in developing, proposing, and refining original artistic ideas, plans, prototypes, and production strategies for media arts productions, considering original inspirations, goals, and presentation context.	MACo2.1.14 Apply a personal aesthetic in developing, proposing, and refining original artistic ideas, plans, prototypes, and production strategies for media arts productions, considering original inspirations, goals, and presentation context.								
The forming, integration, and refinement of aesthetic components, principles, and processes creates purpose, meaning, and artistic quality in media artworks.	What is required to produce a media artwork that conveys purpose, meaning, and artistic quality? How do media artists improve/refine their work?	Construct	MACc3.1.PK a. Make and capture media arts content, freely and in guided practice, in media arts productions.	MACc3.1.K a. Form and capture media arts content for expression and meaning in media arts productions.	MACc3.1.1 Combine varied academic, arts, and media content in media artworks, such as an illustrated story.	MACc3.1.2 Practice combining varied academic, arts, and media content into unified media artworks, such as a narrated science animation.	MACc3.1.3 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MACc3.1.4 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MACc3.1.5 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MACc3.1.6 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MACc3.1.7 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MACc3.1.8 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MACc3.1.9 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MACc3.1.10 Practice combining varied academic, arts, and media content and form, such as a media broadcast.
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Media artists integrate various forms and contents to develop complex, unified artworks.	How are complex media arts experiences constructed? How do media artists use various tools and techniques?	Integrate	MAP4.1.PK With guidance, combine different forms and content, such as image and sound, to form media artworks.	MAP4.1.K With guidance, combine different forms and content, such as image and sound, to form media artworks.	MAP4.1.1 Combine varied academic, arts, and media content in media artworks, such as an illustrated story.	MAP4.1.2 Practice combining varied academic, arts, and media content into unified media artworks, such as a narrated science animation.	MAP4.1.3 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MAP4.1.4 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MAP4.1.5 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MAP4.1.6 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MAP4.1.7 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MAP4.1.8 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MAP4.1.9 Practice combining varied academic, arts, and media content and form, such as a media broadcast.	MAP4.1.10 Practice combining varied academic, arts, and media content and form, such as a media broadcast.
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Media artists require a range of skills and abilities to creatively solve problems within and through media arts productions.	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?	Practice	MAP5.1.PK a. Use identified skills, such as handling tools, making choices, and sharing in creating media artworks.	MAP5.1.K a. Identify and demonstrate basic skills, such as handling tools, making choices, and cooperating in creating media artworks.	MAP5.1.1 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.2 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.3 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.4 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.5 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.6 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.7 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.8 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.9 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.	MAP5.1.10 Describe and demonstrate various artistic skills and roles, such as technical skills, planning, and collaborating in media arts productions.
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Media artists purposefully present, share, and distribute media artworks for various contexts.	How does time, place, audience, and context affect presenting or performing choices for media artworks? How can presenting or sharing media artworks in a public forum help a media artist learn and grow?	Present	MAP6.1.PK a. With guidance, share reactions to the presentation of media artworks.	MAP6.1.K a. Identify and share reactions to the presentation of media artworks.	MAP6.1.1 Identify and share reactions to the presentation of media artworks.	MAP6.1.2 Identify and share reactions to the presentation of media artworks.	MAP6.1.3 Identify and share reactions to the presentation of media artworks.	MAP6.1.4 Identify and share reactions to the presentation of media artworks.	MAP6.1.5 Identify and share reactions to the presentation of media artworks.	MAP6.1.6 Identify and share reactions to the presentation of media artworks.	MAP6.1.7 Identify and share reactions to the presentation of media artworks.	MAP6.1.8 Identify and share reactions to the presentation of media artworks.	MAP6.1.9 Identify and share reactions to the presentation of media artworks.	MAP6.1.10 Identify and share reactions to the presentation of media artworks.
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Identifying the qualities and characteristics of media artworks improves one's artistic appreciation and production.	How do we read media artworks and discern their relational components? How do media artworks function to convey meaning and manage audience experience?	Perceive	MAR7.1.PK a. With guidance, explore and discuss components and messages in a variety of media artworks.	MAR7.1.K a. Recognize and share how a variety of media artworks create different experiences.	MAR7.1.1 Identify and describe how messages are created by components in media artworks.	MAR7.1.2 Identify and describe how messages are created by components in media artworks.	MAR7.1.3 Identify and describe how messages are created by components in media artworks.	MAR7.1.4 Identify and describe how messages are created by components in media artworks.	MAR7.1.5 Identify and describe how messages are created by components in media artworks.	MAR7.1.6 Identify and describe how messages are created by components in media artworks.	MAR7.1.7 Identify and describe how messages are created by components in media artworks.	MAR7.1.8 Identify and describe how messages are created by components in media artworks.	MAR7.1.9 Identify and describe how messages are created by components in media artworks.	MAR7.1.10 Identify and describe how messages are created by components in media artworks.
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Interpretation and appreciation require consideration of the intent, form, and context of the media and artwork.	How do people relate to and interpret media artworks? How do media artists manage audience experience?	Interpret	MARe8.1.PK With guidance, share reactions to the presentation of media artworks.	MARe8.1.K With guidance, share reactions to the presentation of media artworks.	MARe8.1.1 With guidance, share reactions to the presentation of media artworks.	MARe8.1.2 With guidance, share reactions to the presentation of media artworks.	MARe8.1.3 With guidance, share reactions to the presentation of media artworks.	MARe8.1.4 With guidance, share reactions to the presentation of media artworks.	MARe8.1.5 With guidance, share reactions to the presentation of media artworks.	MARe8.1.6 With guidance, share reactions to the presentation of media artworks.	MARe8.1.7 With guidance, share reactions to the presentation of media artworks.	MARe8.1.8 With guidance, share reactions to the presentation of media artworks.	MARe8.1.9 With guidance, share reactions to the presentation of media artworks.	MARe8.1.10 With guidance, share reactions to the presentation of media artworks.
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Skillful evaluation and critique are critical components of experiencing, appreciating, and producing media artworks.	How and why do media artists value and judge media artworks? When and how should we evaluate and critique media artworks to improve them?	Evaluate	MARe9.1.PK With guidance, examine and share appealing qualities and possible changes in media artworks.	MARe9.1.K With guidance, examine and share appealing qualities and possible changes in media artworks.	MARe9.1.1 Identify the effective parts of media artworks, considering viewers.	MARe9.1.2 Identify the effective parts of media artworks, considering viewers.	MARe9.1.3 Identify the effective parts of media artworks, considering viewers.	MARe9.1.4 Identify the effective parts of media artworks, considering viewers.	MARe9.1.5 Identify the effective parts of media artworks, considering viewers.	MARe9.1.6 Identify the effective parts of media artworks, considering viewers.	MARe9.1.7 Identify the effective parts of media artworks, considering viewers.	MARe9.1.8 Identify the effective parts of media artworks, considering viewers.	MARe9.1.9 Identify the effective parts of media artworks, considering viewers.	MARe9.1.10 Identify the effective parts of media artworks, considering viewers.
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Media artworks synthesize meaning and form cultural experience.	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?	Synthesize	MACn10.1.PK a. Use personal experiences in making media artworks.	MACn10.1.K a. Use personal experiences and choices in making media artworks.	MACn10.1.1 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.2 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.3 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.4 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.5 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.6 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.7 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.8 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.9 Use personal experiences, interests, and models in creating media artworks.	MACn10.1.10 Use personal experiences, interests, and models in creating media artworks.
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Media artworks and ideas are better understood and produced by relating them to their purposes, values, and various contexts.	How do 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?	Relate	MACn11.1.PK a. With guidance, relate media artworks and everyday life.	MACn11.1.K a. With guidance, share ideas in relating media artworks and everyday life.	MACn11.1.1 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.2 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.3 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.4 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.5 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.6 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.7 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.8 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.9 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.	MACn11.1.10 Discuss and describe how media artworks relate to everyday life, such as popular media, and connections with family and friends.
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