



**\*\* 7th Grade Media Arts 2024-2025 \*\***

Timeline	Unit/theme	Standard	Student Focused Objective	Resources/ Suggested Activities
August 2nd - 30th	Creating PSA	1. Produce various ideas and solutions for media arts products, applying chosen creative processes. 2. Design, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering expressive intent and resources. 3. Coordinate production processes to combine content and components for specific purpose and meaning in media arts productions, demonstrating understanding of associated principles.	Students will be able to understand the purpose of a Public Service Announcement (PSA), research and choose an important topic for a PSA, develop a script and storyboard for a PSA, and produce and present a PSA using basic video production techniques.	Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.  Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.  Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)



		<p>a. Utilize narrative structure and composition. Example: Write, perform, direct, and produce a short film.</p> <p>4. Independently improve and refine media artworks by intentionally emphasizing particular expressive elements to reflect an understanding of purpose, audience, or place.</p>		
August 2nd - 30th	Types of Media		Students will be able to define and differentiate between various types of media, understand the role and impact of different media types in society, and identify the characteristics and purposes of different media formats.	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media</p>



				<p>Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
September 9th - October 4th	Produce a TV Commercial	<p>5. Apply concepts of diverse content and varied forms into unified media arts productions that convey consistent narratives. Example: Create a storyboard for an interactive video game. Practice</p> <p>6. Display an increasing set of artistic, design, technical, and career skills through creative problem-solving, organizing, and collaboration to produce media artworks.</p> <p>7. Display an increasing set of creative and design</p>	<p>Students will be able to understand the elements and structure of a TV commercial, develop skills in brainstorming, scripting, storyboarding, filming, and editing, collaborate effectively in groups to produce a TV commercial, and critically analyze TV commercials for persuasive techniques and effectiveness.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn</p>



		<p>abilities through exploratory processes in developing solutions within and through media arts productions.</p> <p>Alabama Course of Study: Arts Education 71</p> <p>8. Demonstrate adaptability using tools and techniques in standard and experimental ways to achieve an assigned purpose in constructing media arts productions.</p> <p>Present</p> <p>9. Evaluate various presentation formats in order to fulfill various tasks and defined processes in the presentation and/or distribution of media arts productions.</p> <p>10. Evaluate the results of and improvements for</p>		Online Videos (YouTube Channel)
--	--	--	--	---------------------------------



		presenting media arts productions, considering impacts on personal growth.		
September 9th - October 4th	History of Media		Students will be able to understand the historical development of different types of media, identify key milestones in the history of media, recognize the impact of historical media developments on society, and create a timeline of significant events in the history of media.	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
October	Produce a		Students will be able to understand the purpose and	Media Resources:



<p>7th - November 5th</p>	<p>Political Ad</p>	<p>11. Describe, compare, and analyze the qualities of and relationships among the components in media arts productions.          12. Describe, compare, and analyze how various forms, methods, and styles in media arts productions interact with personal preferences in influencing audience experience.          Interpret          13. Analyze the intent and meaning of a variety of media arts productions, using self-developed criteria.          Evaluate          14. Develop and apply criteria to evaluate production processes and various media arts productions, considering context and practicing constructive</p>	<p>structure of political ads, develop skills in researching, scripting, storyboarding, filming, and editing a political ad, learn about persuasive techniques used in political advertising</p>	<p>WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources:          Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
---------------------------	---------------------	---	--	--



		feedback.		
November 6th - December 22nd	Media impact on Pop Culture		Students will be able to understand the relationship between media and pop culture, identify how different types of media influence trends, fashion, music, and behavior, analyze specific examples of media influence on pop culture, and create a project that demonstrates media's impact on a particular aspect of pop culture.	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
November 6th - December 22nd	Produce a holiday music video	15. Access, evaluate, and use internal and external resources through experiences, interests,	Students will understand the elements and structure of a music video, collaborate effectively in groups to produce a holiday-themed music video. Enhance creativity and technical skills through video	Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS



		<p>research, and exemplary works to influence the creation of media arts productions.</p> <p>16. Explain and demonstrate how media arts productions form new meanings and knowledge, situations, and cultural experiences. Example: Create documentaries and infomercials in different formats.</p> <p>Relate</p> <p>17. Research and demonstrate how media arts productions and ideas relate to various situations, purposes, and values through community, careers, and social media.</p> <p>18. Analyze and responsibly interact with media arts tools and environments, considering copyright, ethics,</p>	<p>production.</p>	<p>News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
--	--	--	--------------------	---





		media literacy, and social media.		
January 13th - March 1st	Social Media & Media Influencers		Students will be able to understand the role and impact of social media in daily life, analyze the influence of social media influencers on opinions, trends, and behaviors, recognize both positive and negative effects of social media, and develop critical thinking skills to assess social media content and influencer credibility.	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
January 13th - March	Produce a Short Film	1. Produce various ideas and solutions for media arts products, applying	Students will be able to understand the elements and structure of a short film, develop skills in brainstorming, scripting, storyboarding, filming, and	Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC



1st		<p>chosen creative processes.</p> <p>2. Design, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering expressive intent and resources.</p> <p>3. Coordinate production processes to combine content and components for specific purpose and meaning in media arts productions, demonstrating understanding of associated principles.</p> <p>a. Utilize narrative structure and composition. Example: Write, perform, direct, and produce a short film.</p> <p>4. Independently improve and refine media artworks by intentionally emphasizing particular</p>	<p>editing a short film, collaborate effectively in groups to produce a short film, and enhance creativity, storytelling, and technical skills through film production.</p>	<p>News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
-----	--	--	---	---



		expressive elements to reflect an understanding of purpose, audience, or place.		
March 3-April 18th	What is Podcasting		Students will be able to understand what a podcast is and the different types of podcasts.	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>



<p>March 3-April 18th</p>	<p>Develop a Podcast</p>	<p>5. Apply concepts of diverse content and varied forms into unified media arts productions that convey consistent narratives. Example: Create a storyboard for an interactive video game. Practice</p> <p>6. Display an increasing set of artistic, design, technical, and career skills through creative problem-solving, organizing, and collaboration to produce media artworks.</p> <p>7. Display an increasing set of creative and design abilities through exploratory processes in developing solutions within and through media arts productions. Alabama Course of Study: Arts Education 71</p>	<p>Students will be able to develop the basics of podcast production, including planning, scripting, recording, and editing, develop skills in research, writing, and oral communication, and produce and present a podcast episode on a chosen topic.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
---------------------------	--------------------------	--	--	--



		<p>8. Demonstrate adaptability using tools and techniques in standard and experimental ways to achieve an assigned purpose in constructing media arts productions. Present</p> <p>9. Evaluate various presentation formats in order to fulfill various tasks and defined processes in the presentation and/or distribution of media arts productions.</p> <p>10. Evaluate the results of and improvements for presenting media arts productions, considering impacts on personal growth.</p>		
April 18th - May	Final Project	15. Access, evaluate, and use internal and external		Media Resources: WBRC-TV, WVTM-TV,



24th		<p>resources through experiences, interests, research, and exemplary works to influence the creation of media arts productions.</p> <p>16. Explain and demonstrate how media arts productions form new meanings and knowledge, situations, and cultural experiences. Example: Create documentaries and infomercials in different formats.</p> <p>Relate</p> <p>17. Research and demonstrate how media arts productions and ideas relate to various situations, purposes, and values through community, careers, and social media.</p> <p>18. Analyze and responsibly interact with media arts tools and</p>		<p>WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
------	--	---	--	---



MAGIC CITY ACCEPTANCE  
**ACADEMY**

		environments, considering copyright, ethics, media literacy, and social media.		
--	--	--	--	--