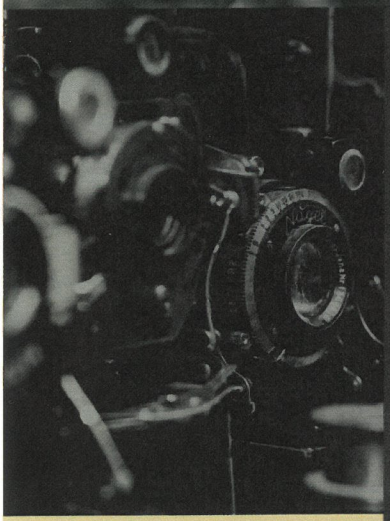
CENTER FOR MEDIA ARTS

Design and Production







The Center for Media Arts, Design, and Production at River Bluff High School offers students the opportunity to craft works that link technological skill to their creative energies. The Center offers experiences in music technology and recording, television and video production, and digital photography. The Center is open to all sophomores, juniors and seniors in Lexington One. Students spend a total of a half day within the Center each semester. Students and faculty collaborate with each other and with other professionals on projects that are shared in a variety of venues inside and outside of the classroom. Students also develop practical skills applicable to almost any career including: critical analysis, research, teamwork, flexibility, perseverance, innovation, and the ability to meet deadlines. The relationship between the fine arts, technology and business, as well as the creative collaboration required to be successful in the Media Arts, Design and Production industries, are at the core of students' experiences in this Center for Advanced Study.

AREAS OF EMPHASIS

Digital Photography
TV and Video Production
Sound Recording

Center Completer Requirements

Level 1 Year

- Two Level 1 courses in chosen Area of Emphasis (2 credits)
- One Level Center Comprehensive Required Course **Media Arts and Design** (1 credit)

OR

- One OPTIONAL Course* (1 credit) as follows:
  Internship or Media Arts course in another area of emphasis or approved Fine Arts or CATE Course

Level 2 Year

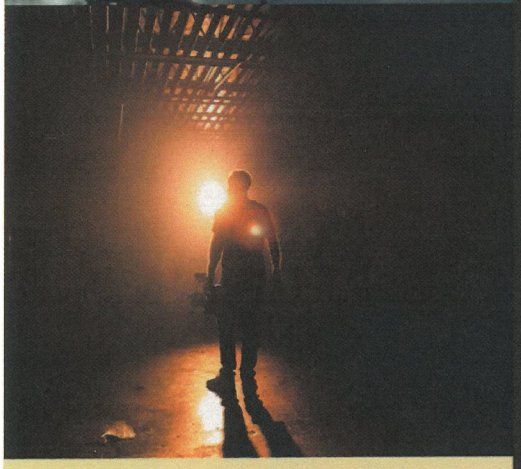
- Two Level 2 courses in chosen Area of Emphasis (2 credits)
- Center Comprehensive Course **Media Arts and Design** (1 credit)

OR

- One OPTIONAL Course* (1 credit) as follows:
  Internship or Media Arts course in another area of emphasis or approved Fine Arts or CATE Course

*Student must meet any prerequisites for Center courses.
*To be recognized as a Center Completer, students must complete at least six Center courses.





WHO WE ARE

Student artists developing our own self-expression as we learn to be creative professionals in our fields. We are critical thinkers, innovators and the next generation who will inspire the world!

Sound Recording

**Students considering this area of emphasis should have some prior experience in music performance or composition.

Level 1

Sound Recording and Recording Audio Production Honors 459926HW
Grade 10, 11, 12 1 unit
Students are provided a basic understanding of the sound recording and audio production environment. Students will learn the tools and techniques used to capture and manipulate sound. Through project based learning, students will be introduced to the digital audio workstations (DAW) of Pro Tools, Logic Pro X and Garageband. Inside of these various DAW, students will be introduced to the tasks of audio recording, editing, mixing and production.

Digital Music Technology Honors 459927HW
Grade 10, 11, 12 1 unit
In this introductory course, students become composers, creating music from a variety of digital audio sources such as Garage Band, Logic Pro X and Sibelius Notation Software. A focus is placed on creating music for original albums and for commercial, video game, and film elements.

Level 2

Advanced Sound Recording and Audio Production Honors 459933HW
Grade 11, 12 1 unit
Students will build upon the knowledge and skills acquired from the level one Sound Recording course. Students will become leaders of their own learning throughout a collaborative, creative environment. ,The teacher and students will work together to fully operate the recording studio. Students will become fully proficient in the use of the various digital audio workstations (DAW) of Pro Tools, Logic Pro X and Garageband, as well as other DAW they may discover on their learning journey. For the capstone event, students will develop a final product that displays their entire body of creative work. This product will be an album of their recorded, mixed, and mastered music.

Advanced Digital Music Production Honors 459934HW
Grade 11, 12 1 unit
Students build upon skills learned in the Level 1 Digital Music course, while working in combination with Advanced Sound Recording towards a Capstone project that involves creating an album for actual public release. This culminating project serves as an artifact of high quality work and resume experience for future career endeavors following high school. Students will explore DAW systems, live music, recording studio system integration and collaborative efforts to finish this project. Students become leaders of their own learning through developing their personal album.

TV and Video Production

Level 1

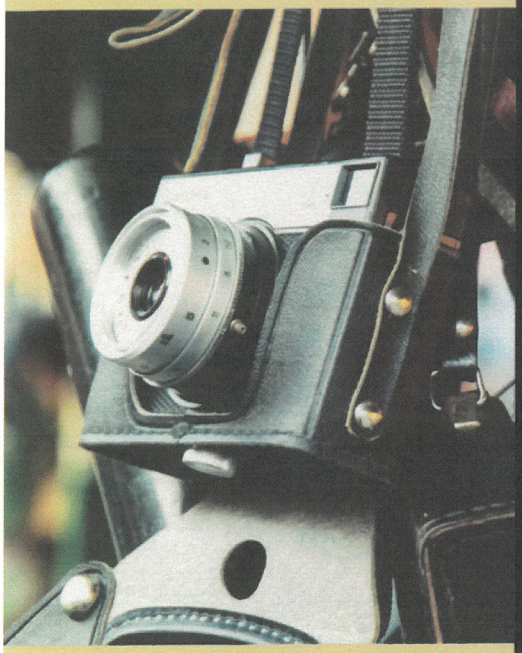
Media Arts: Elements of Film and Television Honors 359901HW
Grade 10, 11, 12 1 unit
Students learn the skills needed to enter the film and television production industries. Students develop skills in theory, practice, and equipment operation related to film production and broadcasting, the portable camera and video editing. Students also learn the principles of picture composition, script writing, lighting, remote shooting and directing. Through problem-solving activities, projects, and discussions, students demonstrate how video and film affect life and society in order to develop their media literacy.

Media Arts: Intermediate Video Production Honors 359902HW
Grade 10, 11, 12 1 unit
Students are immersed in a variety of video production experiences including developing short films for festivals/contests and introductory broadcasting for the school's news and entertainment program, The River Current. Students will also research film and television theory/criticism and continue to practice and perfect various production elements. Students are expected to develop the technical, analytical and critical foundations necessary in the pre-production, production and post-production phases by combining media literacy, theory, and hands-on exercises.

Level 2

Media Arts: Advanced Video Production Honors 359903HW
Grade 11, 12 1 unit
Students perform at an independent level of proficiency to build upon prerequisite skills to produce high-quality narrative videos for public presentation and non-narrative style productions based on a variety of local opportunities and commission-based works. Students will take leadership roles in the development and production of the school's news and entertainment program, The River Current. Students employ and polish the pre-production, production, and post-production skills developed in Level 1 courses.

Media Arts: Film and Television Capstone Honors 359904HW
Grade 11, 12 1 unit
This course provides the advanced Media Arts student a chance to pursue independent study in media production. Students perform at an independent level of proficiency to build upon the prerequisite skills as they analyze, evaluate, and synthesize the body of video work they created during their high school career and in the Center in order to create a substantial portfolio of work for public presentation. Students will propose and complete a personal capstone project that provides an experiential synthesis of what they have learned throughout the course of their Media Arts program, culminating with the skills and abilities necessary to enter the film and television production work force.



GET IN TOUCH

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Digital Photography

Level 1

Photographic Technique and Functions Honors **459931HW**
Grade 10, 11, 12 **1 unit**
Students learn the functions of the digital camera using manual settings. Students explore the different purposes, functions, and features of lenses. Lighting techniques are applied in a series of photographic exercises within controlled environments. Students learn to use both natural and artificial lighting to create photographic illustrations and work with Commercial photography. Students also learn to use Adobe Lightroom and Photoshop software.

Function of Images Honors **459930HW**
Grade 10, 11, 12 **1 unit**
Students work collaboratively and independently on assignments that connect concepts and experiences to student generated images. They research photographic inspiration and begin developing ideas for their AP portfolio. Students also learn how photography has been used as a cultural force, a means of personal expression and an aesthetically-based medium. Time is also given to introduce the basic aspects of starting a photography business.

Level 2

Mixed-Media Photography Honors **459935HW**
Grade 11, 12 **1 unit**
Students study and experiment with a variety of visual forms, media, operative concepts and theories that pertain to both historical and contemporary photographic practices. Students complete a series of studio projects that explore both traditional and non-traditional methods of Fine Art photography while mixing various forms of media. Students analyze the message and purpose associated with the imagery created. Photoshop techniques and alternative processes are explored.

AP Photography **357400AW**
Grade 11, 12 **1 unit**
Students demonstrate the advance use of technical skill and creativity to create a 2D photography portfolio for the AP Studio Art Exam. Students investigate a guiding question or theme and create a portfolio of artwork for the Sustained Investigation section of the AP portfolio. Ideas can range from fine art to editorial applications. Images are prepared and submitted in accordance with specifications required by the College Board. Students are also required to organize and design a professional exhibition showcasing their work.

Center Comprehensives
Required for All CMAD Students

Media Arts and Design **351500CW**
Grade 10, 11, 12 **1 Unit**

This course focuses on art production, portfolio building, peer collaborations, and navigating a society dependent on a digital media world. Students use Adobe Photoshop and other media formats for media art production while integrating design, expression, and aesthetic appeal. Possible topics include filmmaking, digital art, photography and sound recording. The course curriculum also includes a study of media literacy.

*This course counts as a Fine Arts credit and can be taken during the Level 1 or Level 2 year.

The following list of classes are approved courses for students to select from for their 6th class, to be Completers in the Center for Media Arts, Design and Production:

*Digital Photography Center Courses
*Film and TV Production Level 1 Center Courses
*Sound Recording Level 1 Center Courses
*Center Internships (Mainly done in the 2nd or 3rd year)
Accounting
Art
Band
Business Finance
Chorus
Drama
Entrepreneurship
Guitar
Marketing
Media Publication
Orchestra
Piano
Sports Broadcasting

*Denote Center classes we would prefer students take.