



Course Overview

Exploring what media is, becoming a media professional, and taking a more in-depth look at the mass communication industry, including practical creation through original short films and animations, foundational learning in film production and animation techniques, historical perspective on the film industry, and engagement with pre-production by outlining a feature film.

Unit 1: Understanding Mass Media & the Industry

Unit 2: Film Fundamentals & History

Unit 3: Animation Fundamentals & Creation

Unit 4: Advertising/Distribution

Time Frame

2 Weeks

Time Frame

2 Weeks

Time Frame

3 Weeks

Time Frame

3 Weeks



Focus of the Unit

Introduce the concept of mass media, explore different forms of media, and examine the structure and roles within the mass communication industry. This unit lays the groundwork for understanding the context in which media is created and consumed.

Focus of the Unit

Introduce basic film production techniques and explore the history of the film industry, including key milestones and its cultural and technological impacts. This unit builds foundational knowledge necessary for creating films.

Focus of the Unit

Introduce fundamental animation techniques and guide students in creating original animations. This unit provides hands-on experience with a specific visual media form.

Focus of the Unit

Students will analyze real-world advertising campaigns and distribution strategies used across film, television, and digital platforms. Through practical and theoretical activities, learners will evaluate how these stages impact audience reception and commercial success, culminating in the creation and pitch of their own promotional materials for a media product.

Unit Title	Unit 1: Understanding Mass Media & the Industry
Time Frame	2 Weeks



INNOVATIVE
ARTS ACADEMY

	Essential Question(s)
	<ul style="list-style-type: none"> Who controls the media, and how does that influence the messages we receive? How has media evolved, and what is its role in shaping culture and communication? What makes a media message trustworthy or biased? How does media affect the way I see myself and others?

	Focus of the Unit
	<p>Introduce the concept of mass media, explore different forms of media, and examine the structure and roles within the mass communication industry. This unit lays the groundwork for understanding the context in which media is created and consumed.</p>

Standards	<ul style="list-style-type: none"> 9.1.8.MA: Apply media arts skills to create works using various media, techniques, and processes. 9.2.8.MA: Describe how media artworks reflect, influence, and are influenced by history and culture. 9.3.8.MA: Analyze and critique media messages using appropriate vocabulary and criteria.
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Learning Targets
I can explain who creates media messages and why.

Learning Targets
I can explain how mass media influences culture and public opinion.

Learning Targets
I can describe how mass media affects people's thoughts and behaviors.

Learning Targets
I can identify common purposes of media: to inform, entertain, and persuade.



Resources	<p>PBS LearningMedia / Crash Course Media Literacy (YouTube) Media Literacy Worksheets (via MediaSmarts.ca)</p>
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Unit Title	Unit 2: Film Fundamentals & History
Time Frame	2 Weeks

	Essential Question(s)
	<ul style="list-style-type: none"> • How has the film industry changed from its beginning to today? • What techniques do filmmakers use to tell a story? • How do films reflect or influence the culture of their time? • What makes a film powerful or memorable? • Why is film considered both an art form and a form of communication?

	Focus of the Unit
	<p>Introduce basic film production techniques and explore the history of the film industry, including key milestones and its cultural and technological impacts. This unit builds foundational knowledge necessary for creating films.</p>

Standards	<p>9.1.8.MA – Production</p> <ul style="list-style-type: none"> • Use appropriate tools and techniques to create or analyze media content. • Understand and apply the vocabulary of media arts and film techniques.
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Learning Targets
I can describe how film has changed over time.

Learning Targets
I can identify key elements of film (camera shots, lighting, sound, editing).

Learning Targets
I can explain the difference between silent films and modern films.

Learning Targets
<ul style="list-style-type: none"> • I can work with others to analyze a short scene or clip.



Resources	Common Sense Media/The Story of Movies
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Unit Title	Unit 3: Animation Fundamentals & Creation
Time Frame	3 weeks



INNOVATIVE
ARTS ACADEMY

	Essential Question(s)
	<ul style="list-style-type: none"> • What makes animation different from live-action film? How do animators bring still images to life? • Why are the principles of animation important for storytelling? How has animation changed over time with new technology? • How can animation be used to communicate messages or express creativity?

	Focus of the Unit
	<p>Introduce fundamental animation techniques and guide students in creating original animations. This unit provides hands-on experience with a specific visual media form.</p>

Standards	<ul style="list-style-type: none"> • 9.1.8.MA – Production: Apply media arts skills to create works using media, techniques, and processes. • 9.2.8.MA – Historical and Cultural Contexts: Identify historical and cultural influence in media. • 9.3.8.MA – Critical Response: Evaluate and critique media artworks using a variety of criteria. • 9.4.8.MA – Aesthetic Response: Analyze personal reactions to media arts and discuss emotional, cultural, or aesthetic impacts.
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Learning Targets
I can define animation and describe how it creates the illusion of movement.

Learning Targets
I can plan and sketch a basic storyboard for an animation

Learning Targets
I can use tools and materials to create a simple animated sequence.

Learning Targets
I can work with classmates to plan and produce a short animation.



Resources	TED-Ed: The Illusion of Motion – How Animation Works/ CrashCourse: History of Animation (YouTube)
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Unit Title	Unit 4: Advertising/Distribution
Time Frame	3 weeks



INNOVATIVE
ARTS ACADEMY

	Essential Question(s)
	<ul style="list-style-type: none"> • Why is advertising essential in the media industry? • How do media creators reach and influence different audiences? • What are the key elements of an effective advertisement? • What roles do social media, influencers, and streaming platforms play in distributing content today? • How does media advertising affect our decisions, beliefs, and culture?

	Focus of the Unit
	<p>Students will analyze real-world advertising campaigns and distribution strategies used across film, television, and digital platforms. Through practical and theoretical activities, learners will evaluate how these stages impact audience reception and commercial success, culminating in the creation and pitch of their own promotional materials for a media product.</p>

Standards	<p>9.1.8.MA – Production Apply media arts skills to develop promotional messages using various tools, techniques, and formats. Plan, produce, and revise media messages for intended audiences.</p>
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Learning Targets
I can explain what advertising is and why it's important in media.

Learning Targets
I can describe how advertising is used to reach a target audience.

Learning Targets
I can create a basic advertisement to promote a media product.

Learning Targets
I can list common advertising techniques (e.g., slogans, emotional appeal, celebrity endorsement).



Resources	AdCouncil PSAs/StoryboardThat
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