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|  | **Lo Ellen Park Secondary School**  **Course Outline 2023** |  |

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| **Course Name** | Media Studies | **Course Code** | EMS 3O1 |
| **Pathway** | Open | **Credit Value** | 1.0 |
| **Prerequisite** | None | | |
| **Website** | https://mrrautiainen.weebly.com/ems-3o---media.html | | |
| **Teacher** | Mr. D. Rautiainen– Contact: (705)522-2320 or *rautiad@rscloud.ca* | | |

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| **Course Description** |
| This course introduces students to a variety of media from contemporary culture, beginning with film and its importance in today’s society. Students will consider key questions to media literacy and analyze the people, messages, and products behind various media productions. Students will also analyze the forms and messages of a variety of other media, which may include web design, advertising, photography, news reporting, and gaming. Students will develop critical thinking skills, ethical judgment, and skills in viewing, listening, reading, and writing. |

**Curriculum Strands**

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| Theory and Foundation |
| Processes and Methods of Research |
| Implementation, Evaluation, Impacts, and Consequences |

**Overall Expectations / Units of Study**

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| **Media Studies** |
| 1. Film History and Techniques |
| 1. Independent Study Unit – Student Media Product   A student product should include  - a 4-6 page script, outline, explanation, etc.;  - a marketing campaign for the product(exs. Might include a scrapbook, magazine, a line of proposed clothing items, a toy line, food products, etc);  - a visual planner for the media product  - a short presentation for the class to ‘sell’ the product  - Students will **each** submit their own original meta-cognitive analysis. This written task will ***explain how the student product is suitable to a particular media; the techniques used to create a successful product; and the challenges and choices students had to deal with in creating the product***. Students should ***consider their role in learning more about the media they have selected, and assess how they contributed, changed, or adapted during the project***. |
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**Assessment and Evaluation Categories and Weightings**

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| **Achievement Chart Categories** | | |
| **Achievement Category** | **Weightings** | **Assessment Strategies**  **(As, For, Of, Learning)** |
| Knowledge/Understanding | 25% | Content acquired in each unit; KU of meaning |
| Thinking/Making Connections | 25% | Critical and creative thinking skills, processes |
| Communication | 25% | Conveying meaning through various forms |
| Application | 25% | Making connections |

**TERM 70%**

**FINAL EVALUATION 30%**

**ISU 15%; Final Exam 15%** *Updated January 2023*