

**Honoree: Georgia Good**

**Subject:** Media Arts

**Grades:** High School Level 1

**Media Arts Standards/Indicators:**

**Standard 1:** The student will develop and expand his or her knowledge of the processes, techniques, and applications used in the creation of media artwork.

**MAHS 1-1.1:** Identify the specific skills, knowledge, and abilities necessary for creating media artwork.

**MAHS 1-1.2:** Use a variety of media technologies, techniques, and processes to communicate ideas.

**Standard 2:** The student will create media artwork that demonstrates an understanding and command of the principles of artistic design.

**MAH S1-2.2:** Create media artwork that communicates his or her experiences and reflects an analysis of social or community issues.

**MAHS 1-2.4:** Apply elements of artistic design specific to individual media.

**Standard 3:** The student will access, analyze, interpret, and create **media texts**.

**MAHS 1-3.1:** Demonstrate the ways in which a variety of **media texts** address their intended purpose and audience.

**MAHS 1-3.2:** Create messages using **media texts**.

**MAHS 1-3.3:** Demonstrate comprehension of the effectiveness of the presentation and treatment of ideas in **media texts**.

**MAHS1-3.4:** Identify the **codes** and **conventions** used in **media texts** and explain the ways in which they help to create meaning.

**Standard 4:** The student will make connections between the media arts and other arts disciplines, other content areas, and the world.

**MAHS 1-4.1:** Demonstrate the ways that the media arts relate to everyday life and activities in the world at large.

**Goals and Objectives:** The students will study grassroots political campaigns, public service announcements, and activism. Students will discuss the merits of social media such as viral YouTube videos as a means communicating ideas of social and community issues.

**Connections to Other Subjects:** Connection to Social Studies/Government

**Essential Questions:** Why is it important to recognize the importance of creating video and communicating through social media? How do you create a video for an intended audience and purpose?

**Resources and Materials**

- [What is a Public Service Announcement?](#)
- [Ten Steps to Writing A Winning PSA](#) (handout-Scholastic)
- [How to Create the Perfect Public Service Announcement](#)

**Instructional Activities**

1. Students will create a 30 second Public Service Announcement video that communicates a particular message of their choice (drunk driving, cyber bullying, littering, etc.).
2. Students will upload the videos to YouTube
3. Students will discuss the merits of social media as a means communicating ideas of social and community issues.