

# CREATIVE MEDIA

**Lesson Objective:** To understand the presence and power of media through a personal observation.

- **What is media?**
- **Why study media?**
- **Timeline Assignment**

# What is MEDIA?



# What is **MEDIA**?

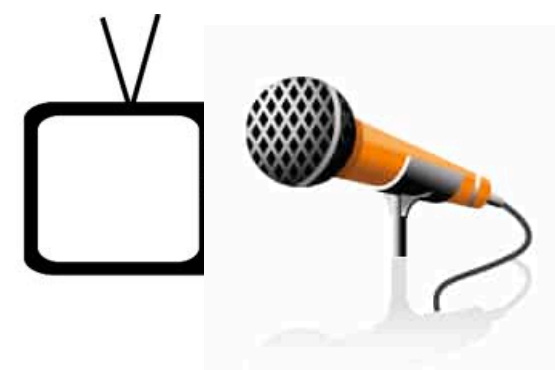
Media refers to technology used for mass communication

## **PRINT MEDIA**

**NEWSPAPERS  
MAGAZINES**

## **BROADCAST MEDIA**

**TELEVISION  
RADIO**



## **DIGITAL MEDIA**

### **SOCIAL MEDIA**



### **SOCIAL MEDIA**

**PHOTOGRAPHY  
INFOGRAPHICS**

*Why study*

**MEDIA**



# Why study **MEDIA?**

A recent report says American teens use media for an average of 9 hours a day. For tweens, it's six hours.



**This means the Media has a stronger presence in teenage lives than...**

- family
- school
- friends
- hobbies
- church
- sleep



## There are many reasons....

- work in the industry
- understand contemporary culture more.
- It is what we 'do' more than anything else
- it is the single biggest influence on our lives
- understand the effect media has on individuals and societies
- be aware of how and why we consume Media

**We can better  
understand media  
once we examine our  
own use of it.**

# TASK 1

## Create your media timeline



- Choose a day and document all of your media use.
- How will you present this information?

### DIGITAL

- Prezi
- MovieMaker
- iMovie
- Final Cut Pro
- Tiki-toki

### PRINT

- Diagram (photoshop /illustrator)
- Infographic

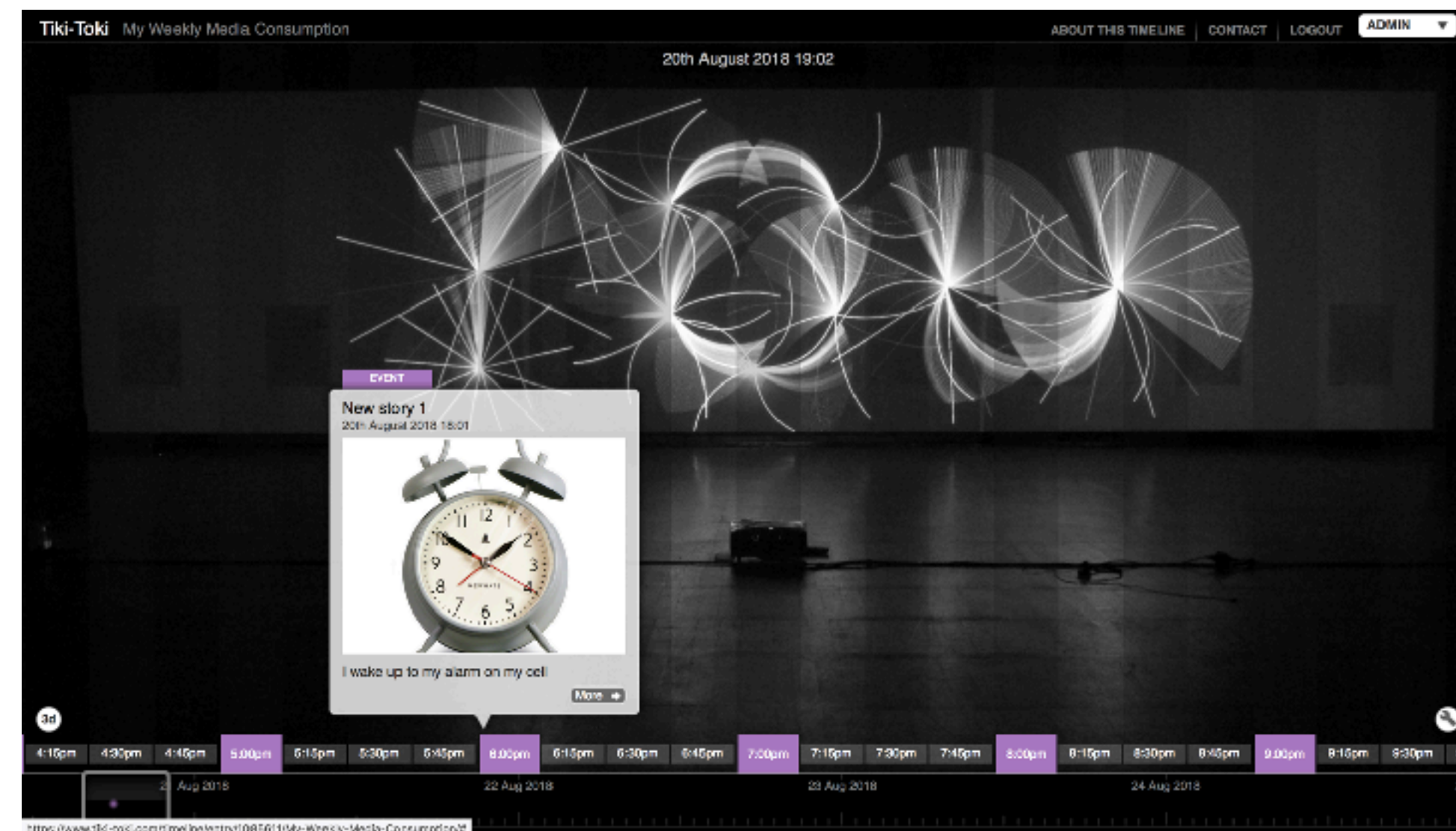


# Prezi

How to make a PREZI

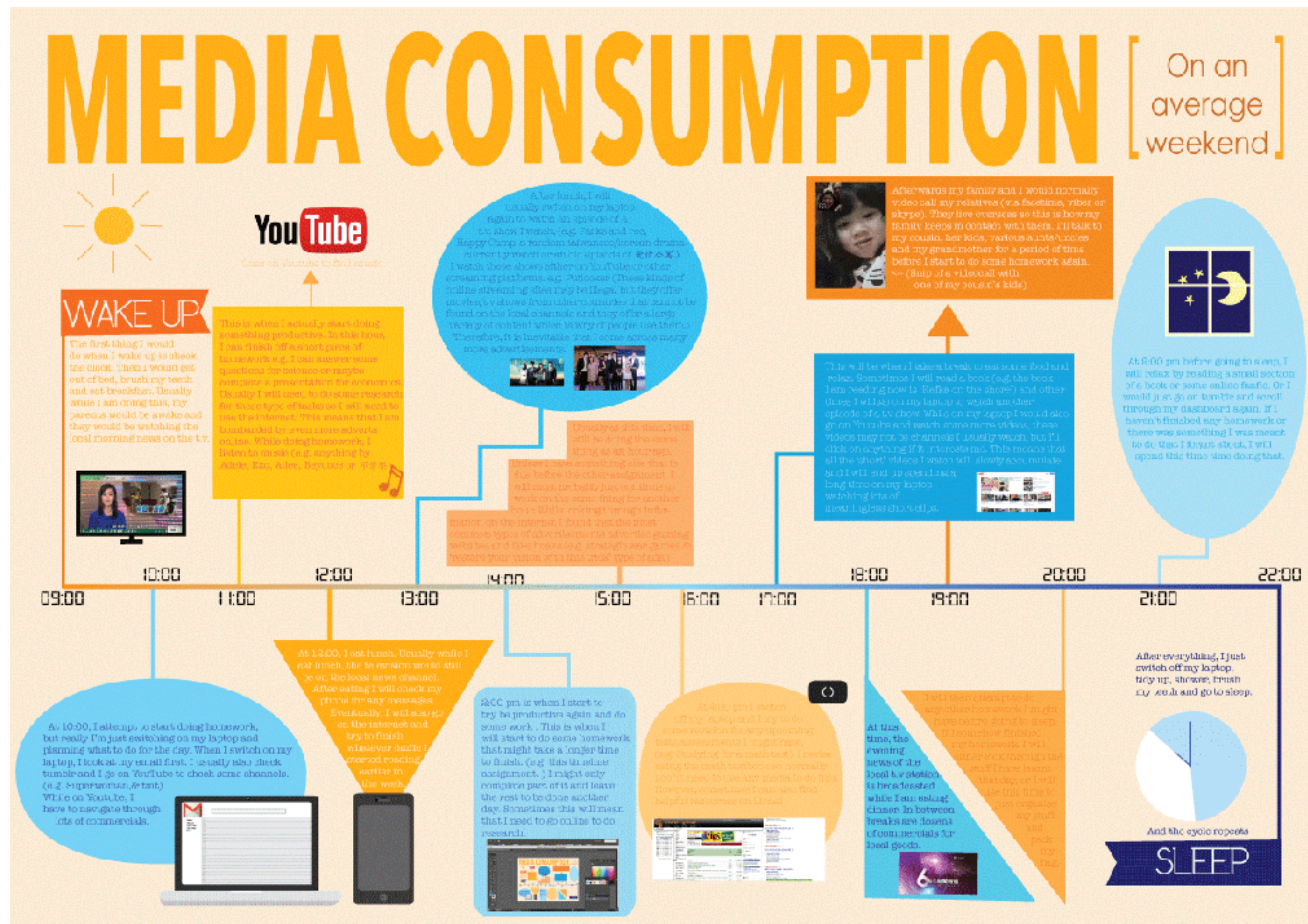


# Tiki-Toki Timeline



# Infographic made with Canva

# Infographic with Illustrator



## Saturday Media Usage Timeline



**BOOKS**  
Are a big part of the day

A series of books will be read periodically throughout the day. Most of the time, the books read will be made of either user-generated content or textbooks from school.



**THE PHOTOGRAPHER**

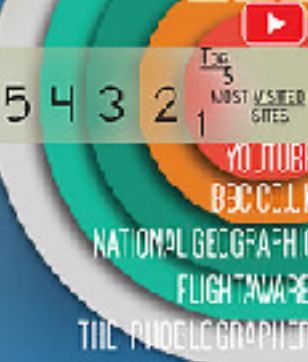
Flight Aware

NATIONAL GEOGRAPHIC

BBC

5 4 3 2 1

THE PHOTOGRAPHER



**EVENING 17:00**

ARTISTS OPEN

But a... For My Value Im...  
By...  
By...  
By...  
By...

**NIGHTTIME 21:00**

Advertising

Most of the time, the books read will be made of either user-generated content or textbooks from school.





# MY MEDIA TIMELINE




## TASK 1: Timeline

Show your **PRE-PRODUCTION** planning notes in your notebook. Show that you have genuinely thought about the range of media you consume and make an effort to go into detail. Be specific. What websites do you visit? What music/songs do you listen to? Which TV shows are you watching? Detail is **important**.

Show thoughtful **PRODUCTION**. If you are making a video, plan it. If you need actors, get people who can act. Think about the shots you are using. Use camera shots and angles and good lighting. Have a voiceover.

Show creative, engaging work. The biggest sin in Media production is being boring. Keep it short, make it interesting. Planning it properly helps a lot.



# Assessment Criteria

## **Criterion B: *Developing skills***

- Students develop their artistic ideas to a point of realization by applying their skills. Students make final commitments to their artwork by presenting it to audiences.

- Project shows evidence of thoughtful planning, and a strong commitment to expressing ideas creatively with new media skills and techniques within a media application.

## **Criterion C: *Thinking creatively***

- Students develop curiosity, and purposefully explore and challenge boundaries. Students explore the unfamiliar and experiment in innovative ways to develop their artistic intentions, their processes and their work. They discover their personal signature and realize their artistic identity.

- There is evidence of efforts to be imaginative and original, and to achieve artistic expression in their work. Care was taken to be creative, video shows camera shots, angles, photography shows thoughtful framing.

# MORE ON MEDIA... REAR



**Digital Media Is The Future Of Journalism In India**