



**** 8th Grade Media Arts 2024-2025 ****

Timeline	Unit/theme	Standard	Student Focused Objective	Resources/ Suggested Activities
August 2nd - 30th	Creating PSA	<p>Conceive 1. Generate various ideas, goals, and solutions for original media arts products, applying focused creative processes through divergent thinking and experimentation.</p> <p>Develop 2. Collaboratively structure and critique ideas, plans, prototypes, and production processes for media arts productions, considering intent, resources, and the presentation context.</p> <p>Construct 3. Implement production processes to integrate content and stylistic conventions for determined meaning in media arts productions, demonstrating</p>	<p>Students will be able to understand the purpose of a Public Service Announcement (PSA), research and choose an important topic for a PSA, develop a script and storyboard for a PSA, and produce and present a PSA using basic video production techniques.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>

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		<p>understanding of associated principles. a. Utilize theme and unity. Example: Construct a podcast script for a specific holiday, unifying current and past events. 4. Modify and refine media artworks, improving technical quality and intentionally accentuating selected expressive and stylistic elements, to reflect an understanding of purpose, audience, and setting.</p>		
<p>August 2nd - 30th</p>	<p>Types of Media</p>		<p>Students will be able to define and differentiate between various types of media, understand the role and impact of different media types in society, and identify the characteristics and purposes of different media formats.</p>	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p>

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				<p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
<p>September 9th - October 4th</p>	<p>Produce a TV Commercial</p>	<p>Integrate 5. Apply concepts from across content areas and varied arts forms to create a single media arts production. Example: Collect images to communicate the theme or idea of a song. Practice 6. Demonstrate a defined range of artistic, design, technical, and career skills, including strategizing and cooperative communication, to construct media arts productions collaboratively. 7. Demonstrate a defined range of creative and design abilities through divergent solutions and bending conventions to develop</p>	<p>Students will be able to understand the elements and structure of a TV commercial, develop skills in brainstorming, scripting, storyboarding, filming, and editing, collaborate effectively in groups to produce a TV commercial, and critically analyze TV commercials for persuasive techniques and effectiveness.</p>	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>

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		<p>new solutions for identified problems within and through media arts productions.</p> <p>8. Demonstrate adaptability using tools, techniques, and content in standard and experimental ways to communicate intent in media arts productions. Present</p> <p>9. Design the presentation and distribution of media arts productions through multiple formats and/or contexts.</p> <p>10. Evaluate results and implement improvements for presenting media arts productions, considering impacts on personal growth and external effects.</p>		
September 9th - October 4th	History of Media		<p>Students will be able to understand the historical development of different types of media, identify key milestones in the history of media, recognize the impact of historical media developments on society, and create a timeline of significant events in the history of media.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production,</p>

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				<p>17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
<p>October 7th - November 5th</p>	<p>Produce a Political Ad</p>	<p>Perceive 11. Compare, contrast, and analyze the qualities of and relationships between the components and style in media arts productions. 12. Compare, contrast, and analyze how various forms, methods, and styles in media arts productions manage audience experience and create intention. Interpret 13. Analyze the intent and meanings of a variety of</p>	<p>Students will be able to understand the purpose and structure of political ads, develop skills in researching, scripting, storyboarding, filming, and editing a political ad, learn about persuasive techniques used in political advertising, critically analyze political ads for bias, messaging, and effectiveness.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p>

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		<p>media arts productions, focusing on intentions, forms, and various contexts. Evaluate</p> <p>14. Evaluate with learner-developed criteria the production processes and various media arts productions, considering context and artistic goals.</p>		<p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
<p>November 6th - December 22nd</p>	<p>Media impact on Pop Culture</p>		<p>Students will be able to understand the relationship between media and pop culture, identify how different types of media influence trends, fashion, music, and behavior, analyze specific examples of media influence on pop culture, and create a project that demonstrates media's impact on a particular aspect of pop culture.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn</p>

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				Online Videos (YouTube Channel)
November 6th - December 22nd	Produce a holiday music video	<p>Synthesize</p> <p>15. Access, evaluate, and use internal and external resources through cultural and societal knowledge, research, and exemplary works, to influence the creation of media arts productions.</p> <p>16. Explain and demonstrate how media arts productions expand meaning and knowledge and create cultural experiences through local and global events.</p> <p>Relate</p> <p>17. Demonstrate and explain how media art productions and ideas relate to various contexts, purposes, and values.</p> <p>Examples: Democracy, environment, or connecting people and places.</p> <p>18. Analyze and responsibly interact with media arts tools,</p>	Students will understand the elements and structure of a music video, collaborate effectively in groups to produce a holiday-themed music video, and enhance creativity and technical skills through video production.	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>

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		environments, and legal and technological contexts, considering ethics, media literacy, social media, and virtual worlds.		
January 13th - March 1st	Social Media & Media Influencers		Students will be able to understand the role and impact of social media in daily life, analyze the influence of social media influencers on opinions, trends, and behaviors, recognize both positive and negative effects of social media, and develop critical thinking skills to assess social media content and influencer credibility.	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
January 13th - March	Produce a Short Film	Conceive 1. Generate various ideas, goals, and solutions for	Students will be able to understand the elements and structure of a short film, develop skills in brainstorming, scripting, storyboarding, filming, and	Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC

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1st		<p>original media arts products, applying focused creative processes through divergent thinking and experimentation.</p> <p>Develop</p> <p>2. Collaboratively structure and critique ideas, plans, prototypes, and production processes for media arts productions, considering intent, resources, and the presentation context.</p> <p>Construct</p> <p>3. Implement production processes to integrate content and stylistic conventions for determined meaning in media arts productions, demonstrating understanding of associated principles.</p> <p>a. Utilize theme and unity. Example: Construct a podcast script for a specific holiday, unifying current and past events.</p> <p>4. Modify and refine media artworks, improving technical quality and</p>	<p>editing a short film, collaborate effectively in groups to produce a short film, and enhance creativity, storytelling, and technical skills through film production.</p>	<p>News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
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		intentionally accentuating selected expressive and stylistic elements, to reflect an understanding of purpose, audience, and setting.		
March 3-April 18th	What is Podcasting		Students will be able to understand what a podcast is and the different types of podcasts.	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
March 3-April	Develop a Podcast	Integrate 5. Apply concepts from	Students will be able to develop the basics of podcast production, including planning, scripting,	Media Resources: WBRC-TV, WVTM-TV,

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<p>18th</p>		<p>across content areas and varied arts forms to create a single media arts production. Example: Collect images to communicate the theme or idea of a song. Practice 6. Demonstrate a defined range of artistic, design, technical, and career skills, including strategizing and cooperative communication, to construct media arts productions collaboratively. 7. Demonstrate a defined range of creative and design abilities through divergent solutions and bending conventions to develop new solutions for identified problems within and through media arts productions. 8. Demonstrate adaptability using tools, techniques, and content in standard and experimental ways to</p>	<p>recording, and editing, develop skills in research, writing, and oral communication, and produce and present a podcast episode on a chosen topic.</p>	<p>WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
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		<p>communicate intent in media arts productions. Present 9. Design the presentation and distribution of media arts productions through multiple formats and/or contexts. 10. Evaluate results and implement improvements for presenting media arts productions, considering impacts on personal growth and external effects.</p>		
<p>April 18th - May 24th</p>	<p>Final Project</p>	<p>Perceive 11. Compare, contrast, and analyze the qualities of and relationships between the components and style in media arts productions. 12. Compare, contrast, and analyze how various forms, methods, and styles in media arts productions manage audience experience and create intention.</p>		<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by</p>

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		<p>Interpret 13. Analyze the intent and meanings of a variety of media arts productions, focusing on intentions, forms, and various contexts.</p> <p>Evaluate 14. Evaluate with learner-developed criteria the production processes and various media arts productions, considering context and artistic goals.</p>		<p>Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
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