

# **Media Arts**

## **Introduction**

### **Philosophy and Rationale for the Arts**

The arts are essential in education and they provide students with a means to think, feel, and understand the world in unique ways. The meta-cognitive skills learned through instruction in the arts fosters effective work habits, creativity and innovation, critical thinking and problem solving, communication, and collaboration, each of which transfers across content areas preparing students for life in the 21<sup>st</sup> century.

These revised Nevada Academic Content Standards for Fine Arts are to guide districts and schools as they create elective coursework encompassing five disciplines: Visual Arts, Music, Theater, Dance, and Media Arts, predicated on a belief that Artistic Literacy provides students with an ability to create, present, critique, and connect art to their academic studies, lives, and the world around them. While all schools may not offer coursework in each discipline, these standards exemplify a growing body of work that allows students to fully realize artistic attitudes and apply this learning to college, career, and community life goals.

The 2017-2018 Nevada Academic Content Standards for Fine Arts have substantive changes from those previously adopted to better respond to the needs of the field, including the following:

1. Creating four (4) strands to better represent the idea of artistic literacy. The four strands are: Creating, Performing, Responding, and Connecting.
2. The creation of Anchor standards under each of the strands to provide consistency across the disciplines and the presentation of standards across content, disciplines, and grade levels.
3. Grade by grade level standards for each discipline, including three (3) levels at high school to allow for greater differentiation of instruction to support student learning.
4. The inclusion of media arts standards to support the integration of artistic literacy in the areas of film, animation, gaming and computational artmaking (e.g., writing software code) to supplement existing standards in the area of digital communications across the curriculum.

## Interpretation Guide to Reading the Standards:

Strand	Strand	Strand	Strand
<b>Creating (Cr)</b> - Conceiving and developing new artistic work and ideas.	<b>Performing (Pr)</b> - Realizing artistic ideas and work through interpretation and presentation.	<b>Responding (Re)</b> - Understanding and evaluating how the arts convey meaning.	<b>Connecting (Cn)</b> - Relating artistic ideas and work with personal meaning and external context.
<b>Anchor Standard 1.</b> Generate and conceptualize artistic ideas and work.	<b>Anchor Standard 4.</b> Analyze, interpret and select artistic work for presentation.	<b>Anchor Standard 7.</b> Perceive and analyze artistic work.	<b>Anchor Standard 10.</b> Synthesize and relate knowledge and personal experiences to make art.
<b>Anchor Standard 2.</b> Organize and develop artistic ideas and work.	<b>Anchor Standard 5.</b> Develop and refine artistic work for presentation.	<b>Anchor Standard 8.</b> Interpret intent and meaning in artistic work.	<b>Anchor Standard 11.</b> Relate artistic ideas and work with societal, cultural, and historical context to deepen understanding.
<b>Anchor Standard 3.</b> Refine and complete artistic work.	<b>Anchor Standard 6.</b> Convey meaning through the presentation of artistic work.	<b>Anchor Standard 9.</b> Apply criteria to evaluate artistic work.	

## Media Arts: Kindergarten

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.K.1</b> Discover and share ideas for media artworks through brainstorming, creative play and experimentation.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.K.1</b> With guidance, use ideas to form plans or models for media arts productions.
	3. Refine and complete artistic work.	<b>MA:Cr3.K.1</b> Form and capture media arts content for expression and meaning in media arts productions. <b>MA:Cr3.K.2</b> Make guided changes to the content, form, or presentation of media artworks and share results.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.K.1</b> With guidance, combine art forms and media content (for example, dance, video) to form media artworks for presentation.
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.K.1</b> Identify and demonstrate basic skills (for example, handling tools, making choices, cooperating) in creating and presenting media artworks. <b>MA:Pr5.K.2</b> Identify and demonstrate creative skills (for example, performing) within media arts productions. <b>MA:Pr5.K.3</b> Practice, discover, and share how media arts creation tools work.
	6. Convey meaning through the presentation of artistic work.	<b>MA:Pr6.K.1</b> With guidance, identify and share roles in presenting media artworks. <b>MA:Pr6.K.2</b> With guidance, identify and share reactions to the presentations of media artworks.
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<b>MA:Re7.K.1</b> Recognize, and with guidance, share components and messages in media artworks.

Strand	Anchor	Objective
		<b>MA:Re7.K.2</b> Recognize and share how a variety of media artworks create different experiences.
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.K.1</b> With guidance, share observations regarding a variety of media artworks.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.K.1</b> Share appealing qualities and possible changes in media artworks by using guided questioning.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<b>MA:Cn10.K.1</b> Use personal experiences and choices in making media artworks. <b>MA:Cn10.K.2</b> Share memorable experiences of media artworks.
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<b>MA:Cn11.K.1</b> With guidance, share ideas in relating media artworks and everyday life (for example, daily activities). <b>MA:Cn11.K.2</b> With guidance, interact safely and appropriately with media arts tools and environments.

## Media Arts: Grade 1

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.1.1</b> Express and share ideas for media artworks through brainstorming, sketching, and modeling.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.1.1</b> With guidance, use identified ideas to form plans and models for media arts productions.
	3. Refine and complete artistic work.	<b>MA:Cr3.1.1</b> Create, capture, and assemble media arts content for media arts productions, identifying basic principles (for example, pattern, repetition). <b>MA:Cr3.1.2</b> Make guided changes and Identify the effects of making changes to the content, form, or presentation, in order to refine and finish media artworks.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.1.1</b> Combine varied content (for example, arts, media, literary, science) in media artworks for presentation (for example, an illustrated story).
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.1.1</b> Describe various artistic skills and roles (for example, technical steps, planning, collaborating) in media arts productions and presentations. <b>MA:Pr5.1.2</b> Describe and demonstrate basic creative skills within media arts productions (for example, varying techniques). <b>MA:Pr5.1.3</b> Experiment with and share different ways to use tools and techniques to construct media artworks.
	6. Convey meaning through the presentation of artistic work.	<b>MA:Pr6.1.1</b> With guidance, discuss presentation conditions and perform a task in

Strand	Anchor	Objective
		presenting media artworks. <b>MA:Pr6.1.2</b> With guidance, discuss the experience of the presentation of media artworks.
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<b>MA:Re7.1.1</b> Identify components and messages in media artworks. <b>MA:Re7.1.2</b> With guidance, identify how a variety of media artworks create different experiences.
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.1.1</b> With guidance, identify the meanings of a variety of media artworks.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.1.1</b> Identify the effective parts of, and possible changes to, media artworks.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<b>MA:Cn10.1.1</b> Use personal experiences, interests, and models in creating media artworks. <b>MA:Cn10.1.2</b> Share meaningful experiences of media artworks.
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<b>MA:Cn11.1.1</b> Discuss and describe media artworks in everyday life (for example, popular media, connections with family and friends). <b>MA:Cn11.1.2</b> Interact appropriately with media arts tools and environments, considering safety, rules, and fairness.

## Media Arts: Grade 2

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.2.1</b> Discover multiple ideas for media artworks through brainstorming and improvising.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.2.1</b> Choose ideas to create plans and models for media arts productions.
	3. Refine and complete artistic work.	<b>MA:Cr3.2.1</b> Construct and assemble content for unified media arts productions, identifying and applying basic principles (for example, positioning, attention). <b>MA:Cr3.2.2</b> Practice and describe expressive effects in altering, refining, and completing media artworks.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.2.1</b> Practice combining varied content (for example, arts, media, literary, science) in media artworks for a unified presentation (for example, an illustrated story).
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.2.1</b> Enact roles to demonstrate basic ability in various identified artistic, design, technical, and soft skills (for example, tool use, decision making, collaboration) in media arts productions and presentations. <b>MA:Pr5.2.2</b> Demonstrate use of experimentation skills (for example, trial and error, playful practice) within and through media arts productions. <b>MA:Pr5.2.3</b> Demonstrate and explore identified methods to use tools to capture and form media artworks.
	6. Convey meaning through the presentation of artistic work.	<b>MA:Pr6.2.1</b> Identify and describe presentation conditions and perform task(s) in presenting media artworks.

Strand	Anchor	Objective
		<b>MA:Pr6.2.2</b> Identify and describe the experience and share the results of presenting media artworks.
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<b>MA:Re7.2.1</b> Identify and describe the components and messages in media artworks. <b>MA:Re7.2.2</b> Identify and describe how a variety of media artworks are created.
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.2.1</b> Determine the purposes and meanings of media artworks, considering their context.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.2.1</b> Discuss the effectiveness of, and improvements for, media artworks, considering their context.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<b>MA:Cn10.2.1</b> Use personal experiences, interests, information, and models in creating media artworks. <b>MA:Cn10.2.2</b> Discuss experiences of media artworks, describing their meaning.
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<b>MA:Cn11.2.1</b> Discuss how media artworks and ideas relate to everyday and cultural life (for example, media messages, media environments). <b>MA:Cn11.2.2</b> Interact appropriately with media arts tools and environments, considering safety, rules, and fairness.

## Media Arts: Grade 3

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.3.1</b> Develop multiple ideas for media artworks using a variety of tools, methods, and/or materials.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.3.1</b> Form, share, and experiment with ideas, plans, and models to prepare for media arts productions.
	3. Refine and complete artistic work.	<b>MA:Cr3.3.1</b> Construct and order various content into unified, purposeful media arts productions, describing and applying a defined set of principles (for example, movement). <b>MA:Cr3.3.2</b> Practice and analyze how the emphasis of elements alters effect and purpose in refining and completing media artworks.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.3.1</b> Practice fusing varied content (for example, arts, media, literary, science) into unified media artworks for presentation (for example, animation, music, dance).
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.3.1</b> Exhibit developing ability in a variety of artistic, design, technical, and organizational roles (for example, manipulating tools, making decisions, group planning) in media arts productions and presentations. <b>MA:Pr5.3.2</b> Exhibit basic creative skills (for example, trial and error, playful practice) to invent new content and solutions within and through media arts productions. <b>MA:Pr5.3.3</b> Exhibit standard use of tools and techniques while constructing media artworks.

Strand	Anchor	Objective
	6. Convey meaning through the presentation of artistic work.	<p><b>MA:Pr6.3.1</b> Identify and describe the presentation conditions and take on roles and processes in presenting or distributing media artworks.</p> <p><b>MA:Pr6.3.2</b> Identify and describe the experience and share the results of, and improvements for, presenting media artworks.</p>
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<p><b>MA:Re7.3.1</b> Identify and describe how messages are created by components in media artworks.</p> <p><b>MA:Re7.3.2</b> Identify and describe how various forms, methods, and styles in media artworks manage audience experience.</p>
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.3.1</b> Determine the purposes and meanings of media artworks while describing their context.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.3.1</b> Identify basic criteria for evaluating media artworks, considering possible improvements and context.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<p><b>MA:Cn10.3.1</b> Use personal and external resources (for example, interests, information, models) to create media artworks.</p> <p><b>MA:Cn10.3.2</b> Identify and show how media artworks form meanings, situations, and/or culture (for example: popular media.)</p>
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<p><b>MA:Cn11.3.1</b> Identify how media artworks and ideas relate to everyday and cultural life and can influence values and online behavior.</p> <p><b>MA:Cn11.3.2</b> Examine and interact appropriately with media arts tools and environments, considering safety, rules, and fairness.</p>

## Media Arts: Grade 4

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.4.1</b> Develop artistic goals for media artworks using a variety of creative methods, such as brainstorming and modeling.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.4.1</b> Discuss, assemble, and experiment, with ideas, plans, and models for media arts productions, considering the artistic goals and the presentation.
	3. Refine and complete artistic work.	<b>MA:Cr3.4.1</b> Structure and arrange various content and components to convey purpose and meaning in different media arts productions, applying sets of associated principles (for example, balance, contrast). <b>MA:Cr3.4.2</b> Demonstrate the intentional use of elements in a media artwork.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.4.1</b> Demonstrate how a variety of content (for example, arts, media, other academic curriculum forms) may be integrated into media artworks for presentation.
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.4.1</b> Enact identified roles to practice foundational artistic, design, technical, and soft skills (for example, formal technique, equipment usage, production, collaboration) in media arts productions and presentations. <b>MA:Pr5.4.2</b> Practice foundational innovative abilities (for example, design thinking) in addressing problems within and through media arts productions. <b>MA:Pr5.4.3</b> Demonstrate use of tools and techniques in standard and novel ways while

Strand	Anchor	Objective
		constructing media artworks.
Responding: Understanding and evaluating how the arts convey meaning.	6. Convey meaning through the presentation of artistic work.	<p><b>MA:Pr6.4.1</b> Explain the presentation conditions and fulfill a role and processes in presenting or distributing media artworks.</p> <p><b>MA:Pr6.4.2</b> Explain the results of, and improvements for, presenting media artworks.</p>
	7. Perceive and analyze work.	<p><b>MA:Re7.4.1</b> Identify, describe, and explain how messages are created by components in media artworks.</p> <p><b>MA:Re7.4.2</b> Identify, describe, and, with guidance, explain how various forms, methods, and styles in media artworks manage audience experience.</p>
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.4.1</b> Describe and explain reactions and interpretations to a variety of media artworks, considering their purpose and context.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.4.1</b> Identify and apply basic criteria for evaluating and improving media artworks and production processes, considering context.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<p><b>MA:Cn10.4.1</b> Examine and use personal and external resources (for example, interests, research, cultural understanding) to create media artworks.</p> <p><b>MA:Cn10.4.2</b> Examine and show how media artworks form meanings, situations, or cultural experiences (for example, online spaces).</p>
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<b>MA:Cn11.4.1</b> Explain verbally and/ or in media artworks how media artworks and ideas relate to everyday and cultural life (for example, fantasy and reality, technology use).

<b>Strand</b>	<b>Anchor</b>	<b>Objective</b>
		<b>MA:Cn11.4.2</b> Examine and interact appropriately with media arts tools and environments, considering ethics, rules, and fairness.

## Media Arts: Grade 5

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.5.1</b> Envision original ideas and innovations for media artworks using personal experiences and/or the work of others.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.5.1</b> Develop, present, and experiment with ideas, plans, models, and proposals for media arts productions, considering the artistic goals and audience.
	3. Refine and complete artistic work.	<b>MA:Cr3.5.1</b> Create content and combine components to convey expression, purpose, and meaning in a variety of media arts productions, utilizing sets of associated principles (for example, emphasis, exaggeration). <b>MA:Cr3.5.2</b> Determine how elements and components can be altered for clear communication and refine media artworks to improve clarity and purpose.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.5.1</b> Create media artworks integrating multiple contents and forms in order to reach a given audience.
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.5.1</b> Enact various roles to practice fundamental ability in artistic, design, technical, and soft skills (for example, formal technique, production, collaboration) in media arts productions and presentations. <b>MA:Pr5.5.2</b> Practice fundamental creative and innovative abilities (for example, expanding conventions) in addressing problems within and through media arts productions.

Strand	Anchor	Objective
		<b>MA:Pr5.5.3</b> Examine how tools and techniques could be used in standard and experimental ways in constructing media artworks.
	6. Convey meaning through the presentation of artistic work.	<b>MA:Pr6.5.1</b> Compare qualities and purposes of presentation formats and fulfill a role and associated processes in presentation and/or distribution of media artworks. <b>MA:Pr6.5.2</b> Compare the results of, and improvements for, presenting media artworks.
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<b>MA:Re7.5.1</b> Identify, describe, and differentiate how message and meaning are created by components in media artworks. <b>MA:Re7.5.2</b> Identify, describe, and, with guidance, differentiate how various forms, methods, and styles in media artworks manage audience experience.
	8. Interpret intent and meaning in artistic work	<b>MA:Re8.5.1</b> Determine and compare personal and group interpretations of a variety of media artworks, considering their subject matter, media characteristics, and context.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.5.1</b> Identify relevant criteria for evaluating media artworks, considering possible improvements and context.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<b>MA:Cn10.5.1</b> Access and use internal and external resources (for example, interests, knowledge, experiences) to create media artworks. <b>MA:Cn10.5.2</b> Examine and show how media artworks form meanings, situations, and cultural experiences (for example, news, cultural events).

<b>Strand</b>	<b>Anchor</b>	<b>Objective</b>
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<b>MA:Cn11.5.1</b> Research and show how media artworks and ideas relate to social and community life (for example, exploring commercial and information purposes, history, ethics). <b>MA:Cn11.5.2</b> Examine, discuss, and interact appropriately with media arts tools and environments, considering ethics, rules, and media literacy.

## Media Arts: Grade 6

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.6.1</b> Formulate variations of goals and solutions for media artworks by practicing chosen creative generative methods (for example, sketching, improvising, brainstorming).
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.6.1</b> Organize, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering purposeful intent.
	3. Refine and complete artistic work.	<b>MA:Cr3.6.1</b> Experiment with multiple approaches to produce content and components for determined purpose and meaning in media arts productions, utilizing a range of associated principles (for example, point of view, perspective). <b>MA:Cr3.6.2</b> Explain and demonstrate how elements and components can be altered for intentional effects and different audiences.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.6.1</b> Demonstrate how integrating multiple contents and forms can support a central idea in a media artwork in order to reach a given audience.
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.6.1</b> Develop a variety of artistic, design, technical, and soft skills through performing various assigned roles in producing and presenting media artworks (for example, invention, formal technique, production, self-initiative, problem-solving). <b>MA:Pr5.6.2</b> Develop a variety of creative and adaptive

Strand	Anchor	Objective
		<p>innovation abilities (for example, testing constraints) in developing solutions within and through media arts productions.</p> <p><b>MA:Pr5.6.3</b> Demonstrate adaptability using tools and techniques in standard and experimental ways in constructing media artworks.</p>
	6. Convey meaning through the presentation of artistic work.	<p><b>MA:Pr6.6.1</b> Analyze various presentation formats and fulfill various tasks and defined processes in the presentation and/ or distribution of media artworks.</p> <p><b>MA:Pr6.6.2</b> Analyze the results of, and improvements for, presenting media artworks.</p>
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<p><b>MA:Re7.6.1</b> Identify, describe, and analyze how message and meaning are created by components in media artworks.</p> <p><b>MA:Re7.6.2</b> Identify, describe, and analyze how various forms, methods, and styles in media artworks manage audience experience.</p>
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.6.1</b> Interpret a variety of media artworks, using given criteria.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.6.1</b> Identify and apply relevant criteria for evaluating and improving media artworks and production processes, considering context.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to make art.	<p><b>MA:Cn10.6.1</b> Access, evaluate, and use internal and external resources (for example, knowledge, experiences, interests, research) to create media artworks.</p> <p><b>MA:Cn10.6.2</b> Explain and show how media artworks form new meanings, situations, and cultural experiences (for</p>

Strand	Anchor	Objective
		example, historical events).
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<p><b>MA:Cn11.6.1</b> Research and show how media artworks and ideas relate to social, community, and cultural situations (for example, cultural identity, history, entertainment).</p> <p><b>MA:Cn11.6.2</b> Analyze and interact appropriately with media arts tools and environments, considering fair use and copyright, ethics, and media literacy.</p>

## Media Arts: Grade 7

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.7.1</b> Generate ideas and solutions for media artworks through application of chosen creative processes such as concept modeling and prototyping.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.7.1</b> Design, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering expressive intent and resources.
	3. Refine and complete artistic work.	<b>MA:Cr3.7.1</b> Coordinate production processes to integrate content and components for determined purpose and meaning in media arts productions, demonstrating understanding of associated principles (for example, narrative structures, composition). <b>MA:Cr3.7.2</b> Analyze, Improve and refine media artworks by emphasizing particular expressive elements to reflect an understanding of purpose, audience, or place.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.7.1</b> Integrate multiple contents and forms into unified media arts productions that convey consistent perspectives and narratives in order to reach a given audience.
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.7.1</b> Exhibit an increasing set of artistic, design, technical, and soft skills through performing various roles in producing and presenting media artworks (for example, creative problem-solving, organizing). <b>MA:Pr5.7.2</b> Exhibit an

Strand	Anchor	Objective
		<p>increasing set of creative and adaptive innovation abilities (for example, exploratory processes) in developing solutions within and through media arts productions.</p> <p><b>MA:Pr5.7.3</b> Demonstrate adaptability using tools and techniques in standard and experimental ways to achieve an assigned purpose in constructing media artworks.</p>
	6. Convey meaning through the presentation of artistic work.	<p><b>MA:Pr6.7.1</b> Evaluate various presentation formats in order to fulfill various tasks and defined processes in the presentation and/ or distribution of media artworks.</p> <p><b>MA:Pr6.7.2</b> Evaluate the results of, and improvements for, presenting media artworks, considering impacts on personal growth.</p>
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<p><b>MA:Re7.7.1</b> Describe, compare, and analyze the relationships between the components in media artworks.</p> <p><b>MA:Re7.7.2</b> Describe, compare, and analyze how various forms, methods, and styles in media artworks interact with personal preferences in influencing audience experience.</p>
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.7.1</b> Interpret and construct meanings of a variety of media artworks, using guided self-developed criteria.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.7.1</b> Determine and apply relevant criteria to evaluate various media artworks and production processes, considering context and practicing constructive feedback.
Connecting: Relating artistic ideas and work with personal	10. Apply and relate knowledge and personal experiences to key	<b>MA:Cn10.7.1</b> Access, evaluate, and use internal and external

Strand	Anchor	Objective
<p>meaning and external context.</p>	<p>art.</p>	<p>resources (for example, experiences, interests, research, exemplary works) to inform the creation of media artworks.</p> <p><b>MA:Cn10.7.2</b> Explain and show how media artworks form new meanings, knowledge, situations, and cultural experiences (for example, new information, learning).</p>
	<p>11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.</p>	<p><b>MA:Cn11.7.1</b> Research and demonstrate how media artworks and ideas relate to various situations, purposes, and values (for example, community, vocations, social media)</p> <p><b>MA:Cn11.7.2</b> Analyze and responsibly interact with media arts tools and environments, considering copyright, ethics, media literacy, and social media.</p>

## Media Arts: Grade 8

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.8.1</b> Produce a variety of ideas and solutions for media artworks through application of chosen inventive generative methods (for example, concept modeling, prototyping).
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.8.1</b> Structure and critique ideas, plans, prototypes, and production processes for media arts productions, considering intent, resources, and the presentation context.
	3. Refine and complete artistic work.	<b>MA:Cr3.8.1</b> Implement production processes to integrate content and stylistic conventions for determined meaning in media arts productions, demonstrating understanding of associated principles (for example, theme, unity). <b>MA:Cr3.8.2</b> Analyze, refine, and modify media artworks, improving technical quality and accentuating selected expressive and stylistic elements, to reflect an understanding of purpose, audience, and place.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.8.1</b> Integrate multiple contents and forms into unified media arts productions that convey specific themes or ideas in order to reach a given audience.
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.8.1</b> Demonstrate a defined range of artistic, design, technical, and soft skills through performing specified roles in producing and presenting media artworks (for example, strategizing, collaborative communication).

Strand	Anchor	Objective
		<p><b>MA:Pr5.8.2</b> Demonstrate a defined range of creative and adaptive innovation abilities (for example, divergent solutions, bending conventions) in developing new solutions for identified problems within and through media arts productions.</p> <p><b>MA:Pr5.8.3</b> Demonstrate adaptability using tools, techniques and content in standard and experimental ways to communicate intent in the production of media artworks.</p>
	6. Convey meaning through the presentation of artistic work.	<p><b>MA:Pr6.8.1</b> Design the presentation and distribution of media artworks through multiple formats and/or contexts.</p> <p><b>MA:Pr6.8.2</b> Evaluate the results of, and implement improvements for, presenting media artworks, considering impacts on personal growth and external effects.</p>
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<p><b>MA:Re7.8.1</b> Compare, contrast, and analyze the relationships between the components and style in media artworks.</p> <p><b>MA:Re7.8.2</b> Compare, contrast, and analyze how various forms, methods, and styles in media artworks shape audience experience and create meaning.</p>
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.8.1</b> Interpret meanings of a variety of media artworks, focusing on intentions, forms, and various contexts.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.8.1</b> Select criteria to evaluate various media artworks and production processes, considering context and practicing constructive

Strand	Anchor	Objective
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<p>feedback.</p> <p><b>MA:Cn10.8.1</b> Access, evaluate, and use internal and external resources (for example, cultural knowledge, research, exemplary works) to inform the creation of media artworks.</p> <p><b>MA:Cn10.8.2</b> Explain and demonstrate how media artworks create cultural experiences (for example, local and global events).</p>
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<p><b>MA:Cn11.8.1</b> Demonstrate and explain how media artworks and ideas relate to various contexts, purposes, and values (for example, democracy, environment, connecting people and places).</p> <p><b>MA:Cn11.8.2</b> Analyze and responsibly interact with media arts tools, environments, and legal and technological contexts, considering ethics, media literacy, social media, and virtual worlds.</p>

## Media Arts: High School Novice

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.HS.1I</b> Use identified generative methods to formulate multiple ideas, develop artistic goals, and problem solve in media arts creation processes.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.HS.1I</b> Research and apply aesthetic criteria in developing, proposing, and refining artistic ideas, plans, prototypes, and production processes for media arts productions, considering original inspirations, goals, and presentation context.
	3. Refine and complete artistic work.	<b>MA:Cr3.HS.1I</b> Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts productions, demonstrating understanding of associated principles (for example, emphasis, tone). <b>MA:Cr3.HS.2I</b> Analyze, refine, and modify media artworks, honing aesthetic quality and accentuating stylistic elements, to reflect an understanding of personal goals and preferences.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.HS.1I</b> Integrate ideas from various media arts and other sources into unified productions, considering the reactions and interactions of a given or intended audience.

Strand	Anchor	Objective
	5. Develop and refine artistic techniques and work for presentation.	<p><b>MA:Pr5.HS.1I</b> Demonstrate progression in artistic, design, technical, and soft skills as a result of selecting and fulfilling specified roles in the production and presentation of a variety of media artworks.</p> <p><b>MA:Pr5.HS.2I</b> Develop and refine a determined range of creative and adaptive innovation abilities, such as risk taking, in addressing identifies challenges and constraints with and through media arts productions</p> <p><b>MA:Pr5.HS.3I</b> Demonstrate adaptability using tools, techniques and content in standard and experimental ways to communicate intent in the production of media artworks.</p>
	6. Convey meaning through the presentation of artistic work.	<p><b>MA:Pr6.HS.1I</b> Design the presentation and distribution of collections of media artworks, considering combinations of artworks, formats, and audiences.</p> <p><b>MA:Pr6.HS.2I</b> Evaluate and implement improvements in presenting media artworks, considering personal and local impacts (for example, the benefits for self and others).</p>
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<p><b>MA:Re7.HS.1I</b> Analyze the qualities of and relationships between the components, style, and preferences communicated by media artworks and artists.</p> <p><b>MA:Re7.HS.2I</b> Analyze how a variety of media artworks shape audience experience and create meaning through multimodal presentations.</p>
	8. Interpret intent and meaning	<b>MA:Re8.HS.1I</b> Interpret

Strand	Anchor	Objective
	in artistic work.	meanings and reaction to a variety of media artworks, focusing on personal and cultural contexts.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.HS.1I</b> Evaluate media artworks and production processes with developed criteria, considering context and artistic goals.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<p><b>MA:Cn10.HS.1I</b> Access, evaluate, and integrate personal and external resources (for example, experiences, interests, cultural experiences) to inform the creation of original media artworks.</p> <p><b>MA:Cn10.HS.2I</b> Explain and demonstrate the use of media artworks to expand meaning and knowledge and to create cultural experiences (for example, learning and sharing through online environments).</p>
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<p><b>MA:Cn11.HS.1I</b> Demonstrate and explain how media artworks and ideas relate to various contexts, purposes, and values (for example, social trends, power, equality, cultural identity).</p> <p><b>MA:Cn11.HS.2I</b> Critically evaluate and effectively interact with legal, technological, systemic, and vocational contexts of media arts, considering ethics, media literacy, social media, virtual worlds, and digital identity.</p>

## Media Arts: High School Intermediate

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.HS.1II</b> Strategically utilize generative methods to formulate multiple ideas, refine artistic goals, and increase the originality of approaches in media arts creation processes.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.HS.1II</b> Apply a personal aesthetic in designing, experimenting, and refining original artistic ideas, prototypes, and production strategies for media arts productions, considering artistic intentions, constraints of resources, and presentation context.
	3. Refine and complete artistic work.	<b>MA:Cr3.HS.1II</b> Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts production, demonstrating understanding of associated principles (for example, continuity, juxtaposition). <b>MA:Cr3.HS.2II</b> Analyze, refine, and elaborate aesthetic elements and technical components to form impactful expressions in media artworks for specific purposes, intentions, audiences, and contexts.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.HS.1II</b> Integrate ideas from various arts, media arts forms, and other sources into unified media arts productions that retain thematic integrity and stylistic continuity, such as transmedia productions.
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.HS.1II</b> Demonstrate effective command of artistic, design, technical, and soft skills

Strand	Anchor	Objective
		<p>in managing, producing, and presenting media artworks.</p> <p><b>MA:Pr5.HS.2II</b> Demonstrate effective ability in creative and adaptive innovation abilities (for example, resisting closure, responsive use of failure) to address sophisticated challenges within and through media arts productions.</p> <p><b>MA:Pr5.HS.3II</b> Demonstrate the skillful adaptation and combination of tools, styles, techniques, and interactivity to achieve specific expressive goals in the production of a variety of media artworks.</p>
	6. Convey meaning through the presentation of artistic work.	<p><b>MA:Pr6.HS.1II</b> Curate and design the presentation and distribution of collections of media artworks through a variety of contexts (for example, mass audiences, physical and virtual channels).</p> <p><b>MA:Pr6.HS.2II</b> Evaluate and implement improvements in presenting media artworks, considering personal, local, and social impacts (for example, changes that occurred for people or to a situation).</p>
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<p><b>MA:Re7.HS.1II</b> Analyze and synthesize the qualities and relationships of the components in a variety of media artworks and provide feedback on how they impact audience.</p> <p><b>MA:Re7.HS.2II</b> Analyze how a wide variety of media artworks shape audience experience, create meaning, and persuade through multimodal presentations.</p>
	8. Interpret intent and meaning in artistic work.	<b>MA:Re8.HS.1II</b> Interpret meanings and influence of a

Strand	Anchor	Objective
		variety of media artworks, based on personal, societal, historical, and cultural contexts.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.HS.1II</b> Form and apply defensible evaluations in the constructive and systematic critique of media artworks and production processes.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<b>MA:Cn10.HS.1II</b> Synthesize internal and external resources (for example, cultural connections, introspection, research, exemplary works) to enhance the creation of persuasive media artwork. <b>MA:Cn10.HS.2II</b> Explain and demonstrate the use of media artworks to synthesize new meaning and knowledge and reflect and form cultural experiences (for example, new connections between themes and ideas, local and global networks, personal influence).
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<b>MA:Cn11.HS.1II</b> Demonstrate the relationships of media arts ideas and works to various contexts, purposes, and values (for example, markets, systems, propaganda, truth). <b>MA:Cn11.HS.2II</b> Critically investigate and ethically interact with legal, technological, systemic, and vocational contexts of media arts, considering ethics, media literacy, digital identity, and artist audience interactivity.

## Media Arts: High School Advanced

Strand	Anchor	Objective
Creating: Conceiving and developing new artistic ideas and work.	1. Generate and conceptualize artistic ideas and work.	<b>MA:Cr1.HS.1III</b> Integrate aesthetic principles with a variety of generative methods to fluently form original ideas, solutions, and innovations in media arts creation processes.
	2. Organize and develop artistic ideas and work.	<b>MA:Cr2.HS.1III</b> Integrate a complex personal aesthetic and knowledge of systems processes in forming, experimenting, and proposing original artistic ideas, prototypes, and production frameworks, considering complex constraints of goals, time, resources, and personal limitations.
	3. Refine and complete artistic work.	<b>MA:Cr3.HS.1III</b> Analyze, refine, and elaborate elements and components to express compelling purpose, story, emotion, or ideas in complex media arts productions, demonstrating mastery of associated principles (for example, hybridization). <b>MA:Cr3.HS.2III</b> Analyze, refine, and elaborate elements and components to create media artworks that have an impact on specific purposes, audiences, and contexts.
Performing: Realizing artistic work through interpretation and presentation.	4. Select, analyze, and interpret artistic work for presentation.	<b>MA:Pr4.HS.1III</b> Synthesize ideas from various arts, media arts forms, academic curriculum, and other sources into unified media arts productions that retain artistic fidelity across platforms and audiences.
	5. Develop and refine artistic techniques and work for presentation.	<b>MA:Pr5.HS.1III</b> Employ mastered artistic, design, technical, and soft s skills in managing, producing and presenting media artwork.

Strand	Anchor	Objective
		<p><b>MA:Pr5.HS.2III</b> Fluently employ mastered creative and innovative adaptability in formulating lines of inquiry and solutions to address complex challenges within and through media arts productions.</p> <p><b>MA:Pr5.HS.3III</b> Independently utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of complex media artworks.</p>
	6. Convey meaning through the presentation of artistic work.	<p><b>MA:Pr6.HS.1III</b> Curate, design, and promote the presentation and distribution of media artworks for intentional impacts, through a variety of contexts (for example, markets, venues).</p> <p><b>MA:Pr6.HS.2III</b> Independently evaluate, compare, and integrate improvements in presenting media artworks, considering personal to global impacts (for example, new understandings that were gained by artist and audience).</p>
Responding: Understanding and evaluating how the arts convey meaning.	7. Perceive and analyze work.	<p><b>MA:Re7.HS.1III</b> Analyze and synthesize the qualities and relationships of the components and audience impact in a variety of media artworks.</p> <p><b>MA:Re7.HS.2III</b> Survey a wide variety of traditional and experimental media artworks, analyzing methods for shaping audience experience, creating meaning, and persuading through multimodal presentations and systemic communications.</p>
	8. Interpret intent and meaning in artistic work.	<p><b>MA:Re8.HS.1III</b> Interpret meanings and impacts of diverse media artworks,</p>

Strand	Anchor	Objective
		considering complex factors of context and bias.
	9. Apply criteria to evaluate artistic work.	<b>MA:Re9.HS.1III</b> Independently form and apply defensible evaluations in the constructive and systematic critique of media artworks and production processes.
Connecting: Relating artistic ideas and work with personal meaning and external context.	10. Apply and relate knowledge and personal experiences to key art.	<b>MA:Cn10.HS.1III</b> Independently and proactively access relevant and qualitative resources to inform the creation of cogent media artworks. <b>MA:Cn10.HS.2III</b> Demonstrate and expound on the use of media artworks to perfect new meaning, knowledge, and cultural experiences that have an impact.
	11. Relate artistic ideas and works with societal, cultural, and historical context to deepen understanding.	<b>MA:Cn11.HS.1III</b> Examine in depth and demonstrate the relationships of media arts ideas and works to local and global contexts, purposes, and values through relevant media artworks that have an impact. <b>MA:Cn11.HS.2III</b> Critically investigate and strategically interact with legal, technological, systemic, and vocational contexts of media arts.

## Glossary

### Nevada Academic Content Standards for Media Arts

<b>Term</b>	<b>Definition</b>
Attention	Principle of directing perception through sensory and conceptual impact
Balance	Principle of the equitable and/or dynamic distribution of items in a media arts composition or structure for aesthetic meaning, as in a visual frame, or within game architecture
Components	The discrete portions and aspects of media artworks, including: elements, principles, processes, parts, assemblies, etc., such as light, sound, space, time, shot, clip, scene, sequence, movie narrative, lighting, cinematography, interactivity, etc.,
Composition	Principle of arrangement and balancing of components of a work for meaning and message
Constraints	Limitations on what is possible, both real and perceived
Contrasts	Principles of using the difference between items, such as elements, qualities and components, to mutually complement them
Continuity	The maintenance of uninterrupted flow, continuous action or self-consistent detail across the various scenes or components of a media artwork (e.g., game components, branding, movie timeline, series, etc.)
Context	The situation surrounding the creation or experience of media artworks that influences the work, artist, or audience. This can include how, where, and when media experiences take place, as well as additional internal and external factors (personal, societal, cultural, historical, virtual, economic, etc.)
Convention	An established, common, or predictable rule, method, or practice within media arts production, such as the notion of a 'hero' in storytelling
Copyright	The exclusive right to make copies, license, and otherwise exploit a produced work.

<b>Term</b>	<b>Definition</b>
Digital identity	How one is presented, perceived and recorded online, including personal and collective information and sites, e-communications, commercial tracking, etc.
Divergent thinking	Unique, original, uncommon, idiosyncratic ideas; thinking “outside of the box”
Design thinking	A cognitive methodology that promotes innovative problem solving through the prototyping and testing process commonly used in design
Emphasis	Principle of giving greater compositional strength to a particular element or component in a media artwork
Ethics	Moral guidelines and philosophical principles for determining appropriate behavior within a media arts environment
Exaggeration	Principle of pushing a media arts element or component into an extreme for provocation, attention, contrast, as seen in character, voice, mood, message, etc.
Experimental design	Area of media arts wherein interactive, immersive spaces and activities are created for the user; associated with entertainment design
Fairness	Complying with appropriate, ethical, and equitable rules and guidelines
Fair use	Permits limited use of copyrighted material without acquiring permission from the rights holders, including commentary, search engines, criticism, etc.
Force	Principle of energy or amplitude with an element, such as the speed and impact of a character’s motion
Generative methods	Various inventive techniques for creating new ideas and models, such as brainstorming, play, open exploration, experimentation, inverting assumptions, rule bending, etc.
Hybridization	Principle of combining two existing media forms to create new and original forms, such as merging theatre and multimedia

<b>Term</b>	<b>Definition</b>
Interactivity	A diverse range of articulating capabilities between media arts components, such as user, audience, sensory elements, etc., that allow for inputs and outputs of responsive connectivity via sensors, triggers, interfaces, etc., and may be used to obtain data, commands, or information and may relay immediate feedback, or other communications; contains unique sets of aesthetic principles
Juxtaposition	Placing greatly contrasting items together for effect
Legal	The legislated parameters and protocols of media arts systems, including user agreements, publicity releases, copyright, etc.
Manage audience experience	The act of designing and forming user sensory episodes through multi-sensory captivation, such as using sequences of moving image and sound to maintain and carry the viewer's attention, or constructing thematic spaces in virtual or experiential design
Markets	The various commercial and informational channels and forums for media artworks, such as T.V., radio, internet, fine arts, non-profit, communications, etc.
Media arts contexts	The diverse locations and circumstances of media arts, including its markets, networks, technologies and vocations
Media environments	Spaces, contexts, and situations where media artworks are produced and experienced, such as in theaters, production studios and online
Media literacy	A series of communication competencies, including the ability to access, analyze, evaluate, and communicate information in a variety of forms, including print and non-print messages
Media messages	The various artistic, emotional, expressive, prosaic, commercial, utilitarian and informational communications of media artworks
Meaning	The formation of significance and purposefulness in media artworks
Modeling or concept modeling	Creating a digital or physical representation or sketch of an idea, usually for testing; <b>prototyping</b>
Movement	Principle of motion of diverse items within media artworks

<b>Term</b>	<b>Definition</b>
Multimodal perception	The coordinated and synchronized integration of multiple sensory systems (vision, touch, auditory, etc.) in media artworks
Multimedia theatre	The combination of live theatre elements and digital media (sound, projections, video, etc.) into a unified production for a live audience
Narrative structure	The framework for a story, usually consisting of an arc of beginning, conflict, and resolution
Personal aesthetic	An individually formed, idiosyncratic style or manner of expressing oneself; an artist's "voice"
Perspective	Principle pertaining to the method of three-dimensional rendering, point-of-view, and angle of composition
Point of view	The position from which something or someone is observed; the position of the narrator in relation to the story, as indicated by the narrator's outlook from which the events are depicted and by the attitude toward the characters
Positioning	The principle of placement or arrangement
Production processes	The diverse processes, procedures, or steps used to carry out the construction of media artwork, such as prototyping, playtesting, and architecture construction in game design
Prototyping	Creating a testable version, sketch, or model of a media artwork, such as a game, character, website, application, etc.
Resisting closure	Delaying completion of an idea, process or production, or persistently extending the process of refinement, towards greater creative solutions or technical perfection
Responsive use of failure	Incorporating errors towards persistent improvement of an idea, technique, process or product
Rules	The laws or guidelines for appropriate behavior; protocols
Safety	Maintaining proper behavior for the welfare of self and others in handling equipment and interacting with media arts environment and groups
Soft skills	Diverse organizational and management skills, useful to employment, such as collaboration,

<b>Term</b>	<b>Definition</b>
	planning, adaptability, communication, etc.
Stylistic conventions	A common, familiar, or even formulaic presentation form, style, technique, or construct, such as the use of tension building techniques in suspense film
Systemic communications	Socially or technologically organized and higher-order media arts communications such as networked multimedia, television formats and broadcasts, viral videos, social multimedia (e.g., “vine” videos), remixes, transmedia, etc.
System(s)	The complex and diverse technological structures and contexts for media arts production, funding, distribution, viewing and archiving
Technological	The mechanical aspects and contexts of media arts production, including hardware, software, networks, code, etc.
Tone	Principle of “color”, “texture”, or “feel” of a media arts element or component, as for sound, lighting, mood, sequence, etc.
Transdisciplinary production	Accessing multiple disciplines during the conception and production process of media creation, and using new connections or ideas that emerge to inform the work
Transmedia production	Communicating a narrative and/or theme over multiple media platforms, while adapting the style and structure of each story component to the unique qualities of the platforms
Virtual channels	Network based presentation platforms such as: YouTube, Vimeo, Deviantart, etc.
Virtual worlds	Online, digital, or synthetic environments (e.g., Minecraft, Second Life)
Vocational	The workforce aspect and contexts of media arts