

ASM20 Alternative Activity

As part of the Media Arts curriculum, students are to “identify and describe the effect of technologies on the evolution of media arts from 1950 to 1980 (e.g., microcomputer on photo-imaging and animation, development of synthesized sound or music, video camera on cinematography);” and “identify and describe the influences and contributions of various art forms to media artworks and productions.” To this end, students are to complete a research assignment on the groundbreaking Media Arts works of one Norman McLaren; a celebrated Scottish-born Canadian. Students are to view 3 of Norman McLaren’s films and identify and describe the innovations utilized by McLaren to create these trendsetting works. Also, students must provide a brief biography of Norman McLaren. This assignment will be a formal essay. McLaren’s works can be found on the National Film board of Canada’s website and also on youtube.

Expectations: B1, C2, B1.2, B3.1, C1.1, C1.3, C2.1, C2.3

Criteria	Level 1 (50% - 59%)	Level 2 (60% - 69%)	Level 3 (70% - 79%)	Level 4 (80% - 100%)
Communication				
communicate information accurately	communicates information with limited accuracy	communicates information with some accuracy	communicates information with considerable accuracy	communicates information with a high level of accuracy
communicate information clearly	communicates information with limited clarity	communicates information with some clarity	communicates information with considerable clarity	communicates information with a high degree of clarity
communicate information using an appropriate format	demonstrates limited ability to communicate information using an appropriate format	demonstrates some ability to communicate information using an appropriate format	demonstrates considerable ability to communicate information using an appropriate format	demonstrates a high level of ability to communicate information using an appropriate format
Thinking/Inquiry				
evaluate information to reach conclusions	evaluates information to reach conclusions with limited supporting detail	evaluates information to reach conclusions with some supporting detail	evaluates information to reach conclusions with considerable supporting detail	evaluates information to reach conclusions with thorough supporting detail
evaluate information to support opinions	evaluation of information provides limited support of opinions	evaluation of information provides some support of opinions	evaluation of information provides considerable support of opinions	evaluation of information provides thorough support of opinions
research topic under study	research of topic under study demonstrates limited use of inquiry skills	research of topic under study demonstrates some use of inquiry skills	research of topic under study demonstrates considerable use of inquiry skills	research of topic under study demonstrates thorough use of inquiry skills
identify a specific idea, concept or theme in a particular media work	needs improvement at identifying (orally and in writing) a specific idea, concept or theme (e.g., narration, color) in a particular media work	is somewhat observant at identifying (orally and in writing) a specific idea, concept or theme (e.g., narration, color) in a particular media work	is observant at identifying (orally and in writing) a specific idea, concept or theme (e.g., narration, color) in a particular media work	is highly observant at identifying (orally and in writing) a specific idea, concept or theme (e.g., narration, color) in a particular media work

Knowledge/Understanding				
demonstrate understanding of topic under study	demonstrates limited understanding of topic under study	demonstrates some understanding of topic under study	demonstrates considerable understanding of topic under study	demonstrates thorough understanding of topic under study
describe concept clearly	describes concept with limited clarity	describes concept with some clarity	describes concept with considerable clarity	describes concept with a high level of clarity
describe concept providing details	description of concept provides limited details	description of concept provides some details	description of concept provides considerable details	description of concept provides thorough details