Grade 7 Media Literacy Long Range Plans 2016-2017

*Units may consist of homework, tests, in class discussions activities and projects. The students have media literacy twice per week.*

**September – November: Understanding Media Texts**

-branding identity (how an organization wants to be perceived)

-components of the brand (name, logo, tone, tagline, typeface) and how they are used to reflect the company value and appeal to customers

– difference of perspective when reporting on the same event

- persuasion in media

– why different audiences respond differently to the same message

– why same position can look different depending on context

– how any why different methods of media are used in various situations

**December - January: Understanding Media Forms, Conventions and Techniques**

- exploring how different elements such as scale and colour on a map are used to make it more meaningful

- how the placements of ads tell you about a magazine

**February – April: Creating Media Texts**

- make a newsletter: Parents are very busy people. What in your pamphlet will succeed in capturing their attention?

- create a website or multimedia presentation to present research findings. What makes this form an effective way to present your message to this particular audience?

- create a movie poster using conventions: title, images of the actors "in role", positive quotations from reviewers; and techniques: distinctive lettering, arresting or unusual layout or treatment of images

**May – June: Producing Media Texts**

- make a newsletter: Parents are very busy people. What in your pamphlet will succeed in capturing their attention?

- create a website or multimedia presentation to present research findings. What makes this form an effective way to present your message to this particular audience?

- create a movie poster using conventions: title, images of the actors "in role", positive quotations from reviewers; and techniques: distinctive lettering, arresting or unusual layout or treatment of images

-a class newspaper for parents, a class magazine for students in a lower grade, a multimedia report on a unit of study for geography, a website about the school for new students, a movie poster, an advertisement for a new product, a theatre review with commentary on the use of conventions and techniques for a class/school newspaper, a scene for a film based on a prose narrative, two media texts on the same subject using different media forms