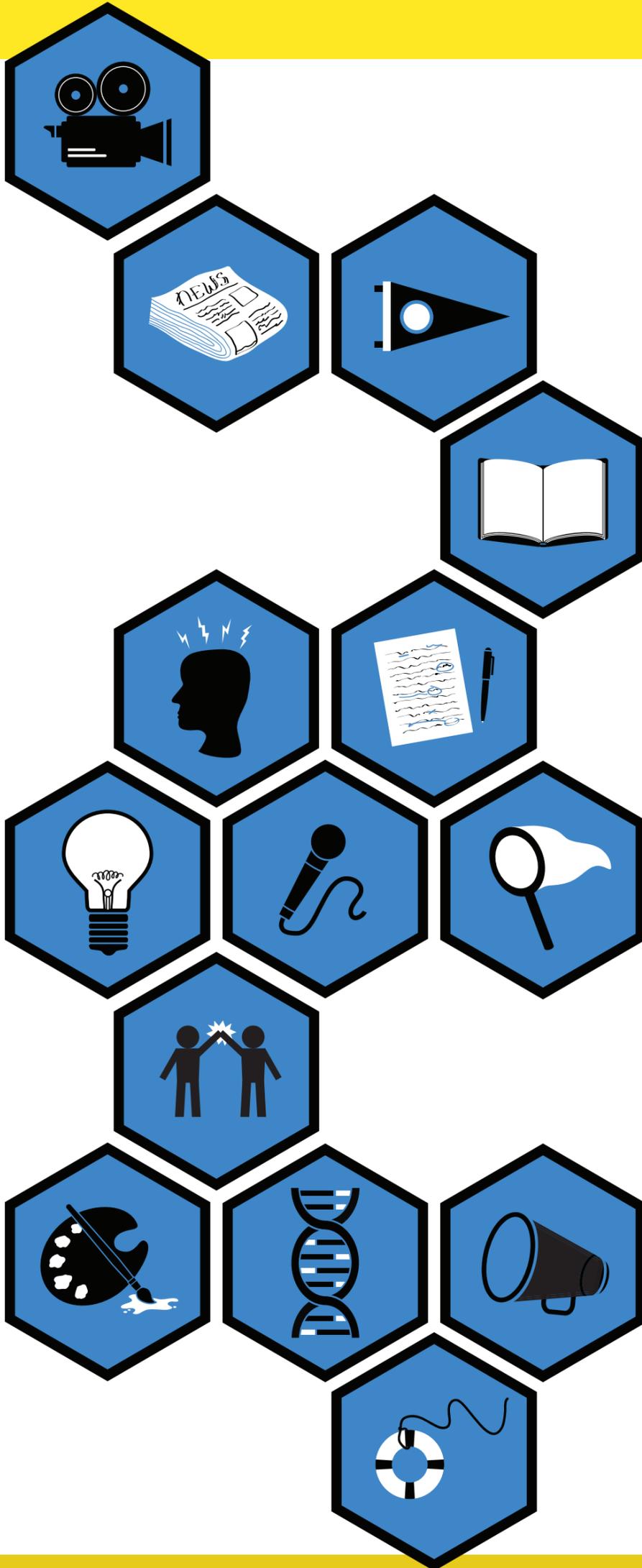


MEDIA MAKING includes the production of mass communication, including television, radio, print, digital design, imagery and video, and diverse web-based communications mechanisms.



KNOWLEDGE

Equipment Usage

The learner understands procedures for operating and caring for equipment native to the medium.

Medium & Message

The learner understands the strengths and weaknesses of different forms of media and selects the most powerful form to deliver a given message.

Promotion

The learner understands multiple media avenues for distribution, including radio, television, digital and social media, art shows, and festivals.

Storytelling

The learner knows how to tell an engaging story and identifies key concepts that make stories interesting to a variety of audiences.

SKILLS

Critical Literacy

The learner offers an evidence-based interpretation of the intended and unintended messages in media. The learner takes a position in relation to these messages.

Editing

The learner critically evaluates personal work and makes informed decisions to improve it by making it more expressive, articulating the message more clearly, or better fitting it within the constraints of the medium.

Idea Generation

The learner formulates relevant ideas and messages, evaluates the viability of these ideas, and articulates the reasons for arriving at those ideas.

Reporting

The learner gathers content, conducts interviews, follows leads, and utilizes and cites quality sources.

Research

The learner effectively poses research questions, gathers resources, analyzes and interprets information, and forms connections between ideas. The learner uses this process to tell an accurate and compelling story.

DISPOSITIONS

Collaboration

The learner works amicably with others to overcome conflicts and differences of opinion to develop work products and solve problems. The learner recognizes individual strengths and weaknesses and different leadership styles.

Critique

The learner is curious about what the artist was thinking when crafting a work. The learner constructively critiques the media product to better deliver the message, and is open to constructive criticism of personal work.

Identity

The learner exhibits a change in the way they see themselves with respect to the work they make.

Media Activist

The learner exhibits eagerness to express his or her voice and understands how media is used to effect social change.

Peer Assistance

The learner passes on knowledge they have learned and accumulated when others need help.

Learn more about competencies and digital badges at remakelearning.org/competencies.



These shared competencies were developed through a community process led by The Sprout Fund with the generous support of The Hillman Foundation. Support for the Remake Learning Network is provided by The Grable Foundation, Claude Worthington Benedum Foundation, John D. and Catherine T. MacArthur Foundation, McCune Foundation, and The Pittsburgh Foundation.

THIS WORK BY THE SPROUT FUND IS LICENSED UNDER A CREATIVE COMMONS ATTRIBUTION-SHAREALIKE 4.0 INTERNATIONAL LICENSE.

