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.