

Dette er en oversettelse av den fastsatte læreplanteksten. Læreplanen er fastsatt på Bokmål

Valid from 01.08.2007

Valid to 31.07.2017



Utgått

Purpose

Media and communication activities are important sources of knowledge, entertainment, experience, marketing and trade. More and faster change in society and technology also lead to changes in how we use the media. Increasing globalisation and convergence of different media lead to new professions and media-based products arising, which set new demands for expertise in the media sector.

The programme area Media and communication shall develop competence for how media influences our perception of society, attitudes, ways of thought and actions. The programme subjects shall contribute to knowledge about human rights, multi-cultural conditions and the media's role in society. Learning in the programme subjects shall give perspective and direction for innovation and development of the different subjects in Media and communication, ethical and legal aspects of media activities and an understanding of the many forms of expressions used throughout history. Media and communication shall develop flexible and competent professionals who can contribute to good solutions to future challenges.

The program area shall contribute to developing the individual's competence in communication, design and media production, the ability to recognise historical expressions and train creative skills.

Learning in Media and communication shall be relevant for various kinds of media. Learning about images shall give competence in still images and live image editing. Learning in the programme subjects shall contribute to good working habits and the ability to work independently and cooperate in interdisciplinary work through practical work and holistic, interdisciplinary working tasks. It shall also form the basis for and inspire entrepreneurship.

Structure

The programme area Media and communication consists of three programme subjects. These programme subjects complement each other and should be seen in relation to one another.

Overview of the programme subjects:

Year level	Programme subjects		
Vg2	Media communication	Media design and media expression	Media production

Description of the programme subjects

The programme subject deals with analysis and use of different media and communication methods. It also deals with insight into what distinguishes journalism from market communication. The programme subject covers practical work and analysis, media influence and media habits of individuals and society. The programme subject also covers ethical and legal aspects of media activity and the consequences communications activities have, and changes in how we use the media because of new technology and social change. Expertise in design and production is also a central theme in the subject area.

The programme subject deals with creative skills and vocational methodology for generating ideas. The programme subject deals with a product's form, expression and function in relation to communicating through texts, sounds and images that are directed at different target groups. The programme subject also covers the history of expression as a basis for developing own expressive repertoire. Competence in communication and production to create solutions for designs is also a central theme in this subject.

The programme subject deals with planning, preparation, execution and assessment of own media productions based on professional standards. The use of tools, technology and equipment is central to the subject. The programme subject also deals with the relationship between technological development and opportunities in working with media products. Competence in communication and

design, both for production and for presentation of traditional products and innovation is a central theme in the subject.

Teaching hours

Teaching hours are given in 60-minute units.

Vg2

Media communication 159 teaching hours per year

Media design and media expression 159 teaching hours per year

Media production 159 teaching hours per year

Basic skills

Basic skills are integrated into the competence aims for this course in areas where they contribute to the development of and are a part of the basic subject competence. In Media and communication, basic skills are understood as follows:

Being able to express oneself orally in Media and communication involves expressing oneself about aesthetics and other forms of experience related to media products. It also deals with commenting and evaluating one's own and others' media products by using relevant professional terminology.

Being able to express oneself in writing in Media and communication involves designing texts in different genres for use in different kinds of media. It also involves being able to write using varied and precise language.

Being able to read in Media and communication involves interpreting and understanding texts and images of varying complexity and at various levels of difficulty in different genres from diverse media channels.

Numeracy in Media and communication involves setting up a production estimate and understanding how to use basic principles like image resolution, file size, compression techniques, geometric size ratios, vector graphics, binary figures and measuring units for sound.

Digital and computer literacy in Media and communication involves presenting texts, sounds, images and multi-media products using digital tools, and appropriating information about and skills about using these tools. It also deals with being able to use such tools for information searches and exchanging information.

Competence aims

The aims of the studies are to enable pupils to

- use different communications models to analyze own and others media products
- discuss and elaborate on conditions that promote or hinder communication

- use professional working methods in journalism, information and advertisement suited to the target group and medium of one's own production
- discuss and elaborate on the differences between journalism and market communication
- use different kinds of storytelling techniques and dramaturgy in own texts, images and sound productions and combinations of these, and substantiate your choices
- analyze the use of sources in different media and in own products, and use source criticism in own work
- discuss and elaborate on the relationship between ownership structure, commercial interests, media availability and content in different national medias
- discuss and elaborate on media's influence and media habits in relation to the individual and society find and analyze examples that illustrate media's role in relation to an indigenous people, national and ethnic minorities, and discuss and elaborate on these groups' opportunities for spreading their message through the media
- find and analyze examples that illustrate media's role in relation to an indigenous people, national and ethnic minorities, and discuss and elaborate on these groups' opportunities for spreading their message through the media
- discuss and elaborate on different opportunities for spreading a message through the media
- explain the basic principles of copyright, ethics and freedom of expression and apply these to your own work
- analyze different media products with a view to texts, images and sounds throughout media history

The aims of the studies are to enable pupils to

- prepare media designs for media products on paper, for computer screen and sound, based on ideas from different clients, and substantiate these in terms of design and design tools
- use different techniques to generate ideas from research to finished concept, document the process with idea sketches and present the concept to a client
- use the basic principles of composition in texts, images and sound, and discuss and elaborate on how the different elements influence each other
- use different dramaturgical models in own production, and discuss and elaborate on the dramaturgy of one's own and others' products
- use typography in electronic and printed advertising media suited to the message, expression and media selection
- use form and colour as tools in own production and evaluate the effects and tools
- use lighting to enhance composition and design in image productions, and evaluate the use of lighting
- use the extended concept of text to discuss and elaborate on common expressive elements in different media expressions through time

The aims of the studies are to enable pupils to

- plan, carry out and evaluate productions in texts, images, sounds and combinations of these in different formats and for different medias
- use basic terminology, and explain the different media type's production processes from idea to finished product
- use the basic principles of project management, quality control and cost calculations of a media production
- select and use equipment and software suited to the product and framework conditions
- use and maintain equipment for media production
- store media products in different formats for storing media, and give an account of current distribution's formats in different medias
- use different file formats, resolutions, compression, vector and bitmap graphics suited to the different medias
- give an account of the different colour spaces and colour management systems for achieving colour reproduction from design to publishing for printed advertising and electronic medias
- use apertures, shutters, focal distance and ISO-values when working with cameras
- use templates and page makeup programs for media graphics subjects
- arrange your own work area according to ergonomic principles and work in an ergonomic manner



Assessment

Vg2 Media and communication

Provisions for final assessment:

Overall achievement grades

Programme subjects	Provision
Media communication	The pupils shall have an overall achievement grade in each programme subject.
Media design and media expression	
Media production	

Examination for pupils

Programme subjects	Provision
Media communication	The pupils shall also sit for an interdisciplinary practical examination that covers the common programme subjects. The examination is prepared and graded locally.
Media design and media expression	

Media production	
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Examination for external candidates

Programme subjects	Provision
Media communication	The external candidates shall sit for a written examination in each programme subject. The external candidates shall also sit for an interdisciplinary practical examination that covers the common programme subjects. The examination is prepared and graded locally.
Media design and media expression	
Media production	

The provisions for assessment are stipulated in the regulations of the Norwegian Education Act.