

PROPOSED CA LEGISLATION

“ESTABLISH MEDIA ARTS AS AN OFFICIAL TK12 ARTS SUBJECT AREA”

Background

AB 37 (O'Donnell, 2016) “Media Arts Standards” authorized the development of CA media arts standards and framework alongside those for dance, music, theater and visual arts, as well as the adoption of specific instructional materials. AB 37 was supported by and passed unanimously by the Assembly and Senate. The CA Department of Education also has media arts course codes for the development of specific courses. “Media arts” is already explicitly named in CA educational code two times. The first was for AB 37. The second is for Proposition 28, with 80% of funding required to hire media arts teachers. Despite this inclusion there is no systemic means to train or hire teachers or specifically fund the discipline. LAUSD alone has approximately 150 teachers of diverse forms of media arts, 30% of whom are CTE teachers. In a survey taken by 60 of these teachers, 95% stated that they needed specific professional development. CTE media arts programs are generally limited to selected high schools, and are primarily focused on vocational preparation. Many of these teachers are interested in obtaining media arts certification. New CTE AME Standards embed media arts standards and instruction in their K-8 pathway (Allison Frenzel, CTE Programs Specialist). Media arts was established by board resolution in LAUSD's 2011 Arts Ed Plan. Media arts is explicitly listed in the Every Student Succeeds Act (2015).

This proposed legislation is endorsed by a diverse network of media arts educators and community supporters across California. The California Association for Arts Education and CREATE CA have also endorsed it.

AB 37 was supported by the following: State Superintendent of Public Instruction Tom Torlakson (source); California Alliance for Arts Education California; Art Education Association; California Association for Bilingual Education; California Dance Education Association; California Digital Arts Studio Partnership/Tower of Youth; California Federation of Teachers; California Music Educators Association; California School Boards Association; California State PTA; California Teachers Association; Compton Unified School District; Delta Kappa Gamma California; Los Angeles County Office of Education; Los Angeles Unified School District; Sacramento County Office of Education

Partners for Media Arts Education: [National Coalition for Arts Standards](#), [Arts ARE Education](#), [The Alliance for Media Arts + Culture](#), [National Association for Media Literacy Education](#), [Arts Education Partnership](#), [Young Audiences](#), [Americans for the Arts](#)

This Proposed Legislation

This proposed legislation would formally establish media arts as an official arts subject area in CA TK-12 education. This would entail naming “media arts” explicitly in CA educational code Articles 2 and 3, and requiring the CTC to issue single-subject teaching credentials for media arts teachers, as well as a supplemental credential for veteran or other discipline teachers of media arts.

What is “Media Arts”?

Media arts is “technology-based creative production and design”, which includes photo, imaging, film, sound production, video game design, web design, interactive design, virtual, augmented and mixed reality design, etc. These areas are a major component of CA's \$687 billion dollar “Creative Economy” (<https://www.otis.edu/creative-economy/2022>).

Why?

Media arts' diverse and adaptive forms are the basis of our digital society's capacities for communication, design, and social interactivity, and therefore are vital requisites for students' academic and vocational

preparation. The vast majority of students are avid consumers of media arts products, but have little to no experience in effectively constructing and analyzing them. They need to become empowered media producers and critical audiences of media arts messages and experiences. Media arts is currently primarily under visual arts, which constrains its full, sophisticated, multimodal, and technological development and implementation. Media arts has extraordinary capacities for educational support and enhancement in interdisciplinary integrations that are untapped, underrecognized and under-researched: 3D animations of physics principles; “Bill Nye the Science Guy” style presentations; videos depicting historical events; streaming media broadcasts of performing arts events; mathematically intensive architectural designs; the engineering of interactive animations and virtual spaces; and social media campaigns to promote media literacy, digital citizenship and social equity
<https://www.mediaartsedu.org/> <http://creativitylabs.com/>, <https://arts.unl.edu/carson-center>,
<https://www.unrealengine.com/en-US>

Benefits

Furthermore, establishing media arts would provide all students, schools and communities these educational benefits:

- Creatively unlimited virtual-physical laboratories and tools for all learners across the educational ecosystem. Students of media arts can literally produce, invent and simulate anything imaginable.
- A hub discipline for trans-disciplinary learning - media arts connects to and complements all arts and academic disciplines – e.g. core, STEAM, engineering, computer science, etc.
- An accessible and democratizing art form that reflects contemporary ideas, capacities and culture
- Increased learner engagement, self-direction, cultural empowerment, civic engagement
- Increased alternative access for all learners (e.g. Special Education, English Language Learners, socio-economically disadvantaged) to other academic content and processes
- Increased outreach and interactions between learners, schools and communities
- School to work connections and pathways - complementing CTE media arts programs
- New, more effective, flexible, equitable, and adaptive approaches to learning, teaching and education
- Comprehensive range of 21st century skill sets and competencies
- Multi-literacies across media, technology and digital culture

Student Examples from Belmont HS, Multimedia Academy, LAUSD

<https://youtu.be/7DuAVpSdSfg>. Advocates for sign language in schools.

<https://youtu.be/ABbGQCRc6Us> - Domestic Abuse PSA

<https://youtu.be/EqvcmjNf280> - Explores the issue of gentrification in LA

https://youtu.be/_Zs6rT1y-Y - Multimedia Academy, Belmont HS, LAUSD

Why Media Arts Education Matters

<https://www.artsareeducation.org/post/why-media-arts-education-matters>