

Media Straight Up

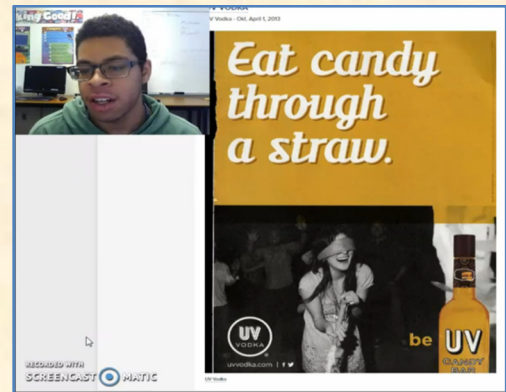
ATG Learning Academy offers a variety of academic and elective courses that foster well-rounded and open-minded thinking. Students are particularly interested in a new course for the 2016-2017 schoolyear, called Media: Straight Up.

Media is sending or receiving messages and information. In today's world, we are surrounded by media. Social media is on the rise. Students are asked to think about how much time in one day they spend using the internet, watching TV, playing video games, or reading books. Students will realistically see the amount of time and energy spent on accessing media.

Students will be learning about these messages and how to critically watch or participate in them. The skill of analyzing, evaluating, and creating media is known as media literacy. This is a critical skill to have in today's world. In this Media class, students will design and create videos, advertisements, public service announcements, screencasts, scripts, and storyboards. They will learn how to (positively) influence others by creating these things.

"I'm confident that by the end of the year, my students will have fine-tuned the skills of teamwork and responsible message delivery," says the class teacher, Rachel Oakley, a Communications graduate of Temple University. "I'm really looking forward to working with such an excellent group and can't wait to see what they create!"

The course is a blend of Communications Media 101 and a program created by *Drug Free Pennsylvania*. The curriculum meets PA standards for health and English language arts. Individuals interested in hearing more about the course or other curriculum offered at ATG are encouraged to call the school at 267-803-1751.



SENIOR ALEX WILLIAMS CREATES A SCRENCAST IN WHICH HE DECONSTRUCTS AN ALCOHOL ADVERTISEMENT SPECIFICALLY TARGETED TO YOUTH.