

THE NEED TO ESTABLISH MEDIA ARTS EDUCATION IN CALIFORNIA K12 SCHOOLS



“Media Arts” permeates our everyday lives and is a dominant means of communication, expression and design, yet it is not a separate, formally established content discipline in California K12 schools.

Sign-on now to Support Media Arts Education!

Media Arts Education has unique qualities for learning, creativity and media literacy and needs to have its own standards, teachers and curricula, alongside of the other visual and performing arts and academic contents. Media Arts Education is endorsed by the [National Coalition for Core Arts Standards](#).



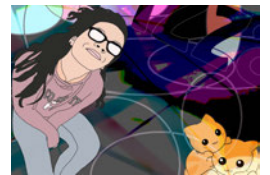
In August 2016, California’s Superintendent of Public Instruction (SSPI), Tom Torlakson committed to work with legislators to include Media Arts Standards in the 2017 revision of Visual and Performing Arts Standards.

This is a first, major step forward for Media Arts Education, but it is urgent that we show strong and continued public support for its full formal establishment in California K12 schools.



The Media Arts Education Coalition has been initiated for this purpose and we are inviting you to join us by signing on in support of this important inclusion!

Media Arts Education is an emerging K12 arts content discipline made up of all digital media, including: photography, graphics, animation, video, film, sound, motion graphics, video games, 3D design, web design, and interactive and virtual design. It may currently exist in some schools, but is under other categories, such as visual arts or computers, so it is not specifically supported.

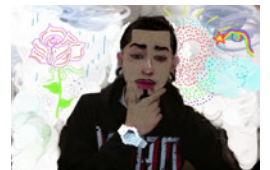


We live in a “media arts” centered world. Increasingly, we learn about and experience our world through media arts tools and processes, and our culture and businesses are rapidly shifting from text-based to [multimedia-based modes of communication](#). It is essential that students master these new forms to become empowered citizens, effective communicators, skilled producers and innovative problem-solvers.



Media Arts Education prepares students for college and 21st Century careers. It supports [real world, interdisciplinary projects](#) across all arts and academic subject areas, which connect students with their local and global communities, while fostering media, cultural and tech literacies. Students master core content, while gaining the skill sets in creativity, communication, collaboration and critical thinking required in [California’s \\$375 billion Creative Economy](#).

Your name, title and organization are critical to proving that this promising educational discipline has a large and broad-based community of support; a community to include educators, parents, students, artists, businesses and media organizations.



[Please CLICK HERE to SIGN-ON in support SSPI Torlakson’s motion and the full establishment of Media Arts Education in California K12](#)

Media Arts Education Coalition
mediaartseducationcoalition.org