

**FOCUS:
STUDENT EXPERIENCE**

**EVALUATE:
DEFINE IDENTITY**

EVALUATE STUDENT

Comparing **GOALS** with
CONTENT to produce
Positive Feedback
that is used in design

Comparing **VISION** with
SELF IDENTITY to pro-
duce Positive Feedback
that is used in community

MEDIA FRESH THEORY

**USING LIFE + IDENTITY EXPERIENCES &
FEEDBACK TO PRODUCE POSITIVE
ENVOIRNMENTS THROUGH
A MEDIA LANGUAGE FROM THE YOUTH**

PRODUCING FRESHNESS

**GENERATE
IDEAS / VOICE
(Mental Experiment)**

**GENERATE
MESSAGE / PRODUCT
(Physical Experiment)**

**USING:
DISCUSSIONS
CURRENT AFFAIRS
HIP HOP
COMMUNITY**

**USING:
GRAPHIC DESIGN
WEB SITE DESIGN
SIGNAGE DESIGN
MURAL DESIGN**

**PRODUCING A CONCEPTUAL STUDENT- CREATING THEIR
OWN VISIONS FOR THEIR COMMUNITIES WHILE
EMPOWERING THERE SELF IDENTITY AND CULTURE.**

MEDIA FRESH: STUDENT DESIGN CURRICULUM

MEDIA FRESH MISSION:

To provide students with a more design oriented learning experience school program. Through the hands-on process of integrating print design, web site design, graphic design and media art, it enables students to interpret and analyze media more easily and critically, thus cultivating a leadership role in their community.

MEDIA FRESH GOAL:

Completion of this year long program, students will be able to interpret media critically and develop their own forms of visual communication. Students will have a working knowledge of media design tools such as Adobe Illustrator, Photoshop and InDesign.

MEDIA FRESH VALUES:

An important principle — that we can use reflection activities to help students recognize “what can be learned” from an experience, to help them learn more from their experience.

MEDIA FRESH SUCCESS:

Provide your extended learning community with rich opportunities for visual learning. Preparing future thinkers- because designers must increasingly draw from a range of disciplines to effectively identify, analyze and solve problems, a strategic and holistic approach to curriculum development is critical in shaping a students' self identity, visual purpose, and positive community roles.

CONTENT CURRICULUM

One principle for effective teaching is to collect CONTENT of student actions and experience. Instead of lecturing about “design method” as an abstract concept that students have little reason to care about, MEDIA FRESH is more of an integral part of students' learning, developmental and creative experience. After students have worked on a design project, a teacher can help them think about what they did, how well it worked and why, and how they can improve it in the future. The ideas in MEDIA FRESH should be connected with what students recently have experienced, now are experiencing, or soon will experience.

SELF REFLECTIONAL THINKING

MEDIA FRESH helps students improve their conceptual understanding and methods of thinking. These two types of knowledge are related, as in “critical thinking” that generates and evaluates concepts, and “application thinking” that requires an understanding of concepts on technology.

HUMILITY THROUGH TECHNOLOGY

MEDIA FRESH is teaching skills that involve “connecting the relevant aspects of a human solution, understanding one's culture, conceptual principles, or visual composition... by building meaningful connections between the youth and their community. Using HipHop as a vehicle into a new understanding of their self identity, with an emphasis on spiritual growth by creating a positive message based on the upliftment of humanity and the visual reconnection to the world.”

MEDIA FRESH INSTRUCTOR:

Marlon Ingram is a designer, artist, and educator. Marlon has developed and implemented a contemporary arts curriculum based upon local history, youth culture, technology, and Hip-Hop principles for over ten years. He has taught in CCSD public schools and after school programs, and taught youth from organizations including at The Foundation, 3rd Street Youth Center & Clinic, The Imagine Bus Project, and the Buchanan YMCA. Marlon's graphic design clients include Cost Plus/World Market, Sony Digital, and 24 Hour Fitness. He is also an International exhibiting artist. Marlon received an interdisciplinary degree in graphic design and fine arts from California College of Arts in 1996.

Mr. Ingrams' classes have a strong emphasis on design and mural art instruction, conceptual thinking, art development, oral presentation, and youth leadership within public schools. Marlon Sagana Ingram's contribution to the artistic communities of the whole Bay Area is monumental in arts education. He's sets new challenges for our Youth by educating them with traditional crafts sustainable for modern tools for the future.

MEDIA FRESH: STUDENT DESIGN LESSONS

MEDIA FRESH CURRICULUM:

MEDIA FRESH students will learn the power of artistic integrity through visual media fused with computer technology focusing on educating the youth about documentation, visual style, and critical thinking. MEDIA FRESH will develop and strengthen relationships with students to work with other community partners. (The Imagine Bus Project, CrossRoads Church, ZipCar, SFAC, and IAM Gallery) With these organizations involved our students will be discussing traditional graphic design, web design, and visual media techniques to further develop their entrepreneurial roles into the advertising industry. In conclusion, building a platform for a stronger voice for the students' self identity, promoting stronger self awareness in their own community through artistic culture.

Open dialogue between environmental influences as well as educate them of the historical aspects of the Bay Area roots: connecting the present to the past through visual media: books, documentaries etc.

MEDIA FRESH STUDENT FORM:

NAME:

STUDENTS AGE:

STUDENT GRADE:

CLASS ENROLLING:

SCHOOL LOCATION:

PLEASE EMAIL FORM TO: MEDIAFRESH@GMAIL.COM