This curriculum provides teachers with the materials needed to engage students in a dynamic, interactive, and constructivist process of interpreting history and current events.

Project Look Sharp, a media literacy initiative at Ithaca College, promotes and supports the integration of media literacy into classroom curricula at all grade levels and instructional areas. Our curriculum-driven approach works directly with K-12 teachers and support staff to reach students; at the college level, we provide support to teacher education programs, faculty in a range of other fields, and students. We work in collaboration with local school districts, NY State BOCES, the Alliance for a Media Literate America (AMLA), and other national media literacy organizations.

Media literacy is the ability to access, analyze, evaluate and produce communication in a variety of forms.

“Self-government is not possible unless the citizens are educated sufficiently to enable them to exercise oversight.”

Thomas Jefferson

“As media devices become increasingly portable, and as they spread even further through young people’s environments—from their schools to their cars—media messages will become an even more ubiquitous presence in an already media-saturated world. Anything that takes up this much space in young people’s lives deserves our full attention.”

2005 Kaiser Family Foundation Study Media in the Lives of 8 – 18 Year Olds

“What does current research tell us about new technologies? Why are they so popular? What are our concerns? What are the implications for our classrooms?”

Introduction to Media Literacy Integration
This engaging and interactive workshop, which can be tailored to different audiences, introduces the theory and practice of media literacy integration throughout the curriculum.

Critical Thinking & the News
Democracy requires an educated and literate citizenship. This workshop provides guidelines and strategies for training our students to consistently assess the credibility, accuracy, and bias of various news sources.

Media Literacy Integration into Specific Curricula
These fast-paced interactive workshops use teacher-developed models and materials to illustrate the integration of critical thinking and media literacy into specific curricula.

~ elementary social studies, ELA, math & science
~ 6-12 art
~ health (elementary or secondary)
~ library and technology
~ secondary social studies ELA or science

Youth Culture & New Technologies
What does current research tell us about new technologies? Why are they so popular? What are our concerns? What are the implications for our classrooms?

Workshops for Grades 7-12 History, Global, PIG, & Economics

~ Media Construction of War
~ Media Construction of Presidential Campaigns
~ Media Construction of the Middle East
~ Soviet History through Posters
~ Seeing Africa

Workshop Fees:
2 hours - $475 1/2 day - $715  full day - $1,200
Travel expenses and curricula/materials are additional.

July 9-13, 2007 (3.1 continuing education units)
This is an intensive five-day media literacy institute for teachers, librarians, support staff, college faculty, and other educational professionals. Participants receive training in theory and practice of media literacy, learn applications for digital technology, and work individually with a “coach” to develop and implement a media literacy integration project.

Optional graduate course credit (2-3 credits)
The Media Literacy Summer Institute can be taken for graduate course credit through the Department of Education at Ithaca College. In addition to the July 9-13 dates, it continues from July 16-27 with an online component and involves additional readings and written assignments.

What participants said about last year’s institute:

“Chris is fabulous at making people feel competent and proud to be who they are. Cyndy is always upbeat and grounded and ready to help you be more. I have never experienced more empowering teachers.”

High School Spanish Teacher

“I completely achieved my goals and so much more. The course is flawless.”

N-8 Librarian

“Cardiovascular exercise for the mind!”

Middle School Social Studies Teacher

“What participants said about last year’s institute:

“Self-government is not possible unless the citizens are educated sufficiently to enable them to exercise oversight.”

Thomas Jefferson

“You couldn’t ask for a better model of how to integrate media literacy into a core curriculum area . . . Project Look Sharp has set the standard.”

Faith Rogow, Former President of the AMLA

“Chris is fabulous at making people feel competent and proud to be who they are. Cyndy is always upbeat and grounded and ready to help you be more. I have never experienced more empowering teachers.”

High School Spanish Teacher

“I completely achieved my goals and so much more. The course is flawless.”

N-8 Librarian

“Cardiovascular exercise for the mind!”

Middle School Social Studies Teacher

“I feel really excited to get back to my school and apply this learning to my teaching.”

Librarian
www.projectlooksharp.org
For information regarding purchasing hard copies of kits at cost, visit our website.

Media Construction of the Middle East:
A Digital Media Literacy Curriculum Kit
Includes 22 lessons, a 250-page teacher guide, video clips, and slide shows for teaching about the Arab/Israeli conflict, the war in Iraq, and the resurgence of Islam.

FREE ONLINE, COMING May 2007

Media Construction of Presidential Campaigns:
A Document-Based History Kit, 2nd Edition.
This kit enables teachers to use the collective analysis of historic media documents from 1800-2004 to teach about the history of presidential elections and the role of media in presidential campaigns. Includes a teacher’s guide with assessments, student handouts, and more than 140 media documents.

“I wish that I had these materials available when I was in school. They bring politics alive and make presidential campaigns relevant.”

Bill Moyers

Media Construction of War:
A Critical Reading of History
This kit helps students develop visual literacy and critical thinking skills while learning core historical information about the Vietnam War, the Gulf War, and the War in Afghanistan. Includes a teacher’s guide with assessments, student handouts, and 146 media documents.

Soviet History through Posters:
A Visual Literacy Curriculum Kit
This kit provides teachers, college faculty and other educators with the materials needed to engage students in a dynamic and constructivist process of learning the history of the USSR through reading, analyzing and interpreting posters produced by the Soviet government between 1918 and 1988. Materials include a one-page lesson for each of 78 posters.

Lessons about Africa: Includes
~Introducing Africa: Unearthing Stereotypes
~The Diversity of Africa through Its Currency
~Case Studies: Botswana, Ethiopia, and Ghana

“This is media literacy at its very best.” Robert McChesney

Cyndy Scheibe, Founder and Executive Director
An associate professor at Ithaca College with a Ph.D. in developmental psychology from Cornell University, Cyndy has worked with K-12 teachers and teacher education faculty around issues of media literacy integration for more than nine years. She has conducted research on television content and its effects for more than 25 years.

Chris Sperry, Director of Curriculum and Staff Development
Author of Media Construction of War, co-author of Media Construction of Presidential Campaigns and Media Construction of the Middle East, Chris has also taught social studies, visual sociology, and media production at the middle and high school levels over 25 years. He won the 2005 national PTA and Cable’s Leaders in Learning Award for media literacy.

Roger Sevilla, Technology Integration Coordinator
Roger is an instructional technology staff developer with the Ithaca City School District. He has more than 12 years experience working with teachers to effectively integrate technology with teaching and learning.

Armin Heurich, Technology Specialist
Armin is head library media specialist at Ithaca High School, where he also co-teaches the English media class. He is an independent video-maker and musician.

Patty Brown, Arts Educator & Mixed Media Artist
Patty has taught art at middle school/high school for 24 years. Along with traditional classes, she has taught visual design for electronic media, and digital storytelling through video production.

Victoria Jordan, Program Assistant
Victoria has a Ph.D. in English from SUNY Binghamton. She has taught English rhetoric, ESL, and creative writing for over ten years, and is a fiction writer.

FREE PUBLICATIONS, ONLINE

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