

WHAT IS CMD?

### Constructivist Media Decoding (CMD)



is a **core content inquiry-based teaching method** where **ALL students** at **all levels** develop **habits of questioning** through **media analysis.**

WHY CMD?

### THIS APPROACH IS

**inquiry-based** **student-centered** **curriculum-driven**

**AND** teaches core subject-area standard  
develops habits of critical thinking  
builds student agency  
engages all students

WHAT IS IN THIS KIT?

This kit gives you the **resources and steps** you need to begin **integrating Constructivist Media Decoding** into your work with students.



HOW TO GET STARTED?

### WATCH:

- ▶ [Constructivist Media Decoding - Why and How?](#) (2 min.)
- ▶ [The Impact of CMD - Student Voices](#) (1 min.)
- ▶ [Project Look Sharp Free Resources for CMD](#) (2 min.)
- ▶ [Watch a Short CMD Demonstration Video](#)

PLAN A CMD

### STEP 1: Brainstorm upcoming CMD opportunities



What content will my students be learning?  
What media can target my curricular goals?  
And be engaging for all my students?  
What content and **media literacy questions** should I ask?

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### STEP 2: Review Tips for Decoding:

- Preparing for a decoding
- Leading a decoding
- Cautions



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### STEP 3: Select a Lesson



Search **Project Look Sharp's website**, e.g., [Elementary Health 3-5](#)  
To narrow your search, add a **Keyword** or **FILTER** by **Subject, Media Type, Duration**, etc.

OR

Still not sure? Choose one of the lessons below:



*Mr. Rogers: What do we do When Our Feelings are hurt?*



*Is this Cereal Healthy? How Can You Find Out?*



*Cyberbullying: How It Hurts & How To Help?*

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### STEP 4: Plan Your Lesson

- What are your objectives?
- What questions can you ask students to meet your lesson's objectives?
- What follow up questions will
  - ➔ deepen student thinking?
  - ➔ help them teach each other?
- What background knowledge do your students need for the decoding?
- Will your media documents be accessible to all students?



LEAD A CMD

### STEP 5: Teach Your Media Decoding Lesson!



After the lesson, **REFLECT**:  
What was successful?  
What was challenging?  
Use the **Self-evaluation Checklist**

NEXT STEPS

Find more CMD lessons at



or use our **DIY guide** to create your own!



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