

9. Year 12 Subjects 2011 (Visual Arts)

VCE Media

Unit 3: Narrative and media production design

Areas of Study:

- Narrative - This area of study focuses on an analysis of the narrative organisation of fictional film, radio or television programs. The narrative organisation in two or more media texts is analysed.
- Media production skills - This area of study focuses on the development of specific media production skills and technical competencies using media technologies and processes in one or more media forms.
- Media production design - This area of study focuses on the preparation of a media production design plan in a media form as outlined in the table below.

Assessment:

Unit 3 consists of three separate outcomes:

- Outcome 1 - Students should be able to analyse the nature and function of production and story elements in fictional media texts and discuss how combinations of these elements structure the narrative to engage an audience.
- Outcome 2 – Students should be able to use a range of technical equipment, applications and media processes to present ideas, achieve effects and explore aesthetic qualities in production design plan specification areas appropriate to a media form.
- Outcome 3 - Students should be able to prepare a media production design plan incorporating the specifications appropriate for the chosen media product.

Assessment Break-Down:

- For Outcome 1 any one or a combination of the following formats:
 - a written report; an essay; short responses; structured questions; an annotated visual report; an oral report; another appropriate format.
- The film, radio or television programs must be drawn from the same medium and must not include advertisements, student films, documentaries, cartoons, video clips and news or current affairs programs. The school should select the media texts.
- Outcome 2 and 3 in Unit 3 are assessed through a school-assessed task. This assessment will be subject to review by a panel appointed by the VCAA.
 - Outcome 2 Task - Production exercises with accompanying documentation that demonstrate a range of media skills relevant to production design plan specifications appropriate to the media form(s) identified in Unit 3 area of study 3 Media production design.
 - Outcome 3 Task - A media production design plan prepared for one of the media form(s) identified in Unit 3 area of study 3 Media production design. The plan should be related to a media product to be completed in Unit 4 and include specifications as identified in Unit 3 area of study 3 Media production design.

9. Year 12 Subjects 2011 (Visual Arts)

VCE Media (Cont...)

Unit 4: Media process, social values and media influence

Areas of Study:

- Media process - This area of study focuses on the production of one media product based on a media production design plan.
- Social values - This area of study focuses on an analysis of social values represented in media texts and the relationship between social values, media texts and society. One media text is analysed in detail during the analysis of the ways in which media texts in general are shaped by social values.
- Media influence - This area of study focuses on an analysis of media influence and debates in assessing this influence. Media texts in more than one form are analysed.

Assessment:

Unit 4 consists of three separate outcomes:

- Outcome 1 – Students should be able to produce a media product for an identified audience from the media production design plan prepared by the student in Unit 3.
- Outcome 2 – Students should be able to discuss the ways in which social values shape the content of media texts and analyse how social values are reflected in a text.
- Outcome 3 – Students should be able to discuss theories of media influence and analyse debates about the nature and extent of media influence.

Assessment Break-Down:

- Outcome 1 makes up the School Assessed Task for Unit 4.
- For Outcomes 2 and 3, any one or a combination of the following formats:
 - a written report; an essay; short responses; an annotated visual report; an oral report; another appropriate format.
 - The school should select the media texts for study.
- Outcome 1 in Unit 4 is assessed through a school-assessed task. This assessment will be subject to review by a panel appointed by the VCAA.
 - Outcome 1 Task - A media product including audio, visual and/or text components as appropriate. The production of the media product should be undertaken individually. However, the implementation of the production design plan may, in some audio and audiovisual productions, require the collaboration of others to realise the student's intentions as developed in the media production design plan.

9. Year 12 Subjects 2011 (Visual Arts)

VCE Media (Cont...)

Assessment – Units 3 and 4

The student's level of achievement for Units 3 and 4 will be determined by school-assessed coursework, school-assessed tasks, an end-of-year examination

- Unit 3 school-assessed tasks 33%
- Unit 4 school-assessed tasks 33%
- End-of-year examination 34%

Other Information

- Media does not have a mid-year Exam but it does have an end of year Exam. A Practice Exam will be conducted in the third week of the July term break. Other practice exams are also held during Semester Two. It is important that students take every opportunity to ready themselves for these examinations.

Entry – Units 3 and 4

There are no entry requirements for students to get into Unit 3 Media. However, it is preferable if students complete one or both of Unit 1 and 2 Media prior to attempting to complete the Unit 3 and 4 progression. Students must complete Unit 3 before completing Unit 4.