

# Media

## Units 1-2

In Units 1 and 2, you will study all forms of modern media, from the impact of social media, to the study of how film, television, photography, print and online media create representations through which 'stories' are told and meanings created. Media graduates are highly sought after. Pathways may include careers in Film-Making, Journalism, Television, Photography, Print Media, Strategic Marketing, and/or Production Roles involving lighting, camera, sound and editing. Past Fitzroy High and Collingwood College Media students have gone on to secure work within the film and television industry, print media.

### UNIT 1

Students will learn how the media constructs meaning and represents realism. The (changing) nature of audience and their interaction with texts is explored. Media technologies such as video production, print, photography, soundscapes & social media are used by students to demonstrate their understanding of narrative construction. This unit also includes a focus on Australian stories.

#### LEARNING ACTIVITIES

Students will analyse representations in selected on-line, television or film texts, and use a range of media technologies to create their own media representations.

#### KEY SKILLS REQUIRED

Research, analysis and media production skills.

#### ASSESSED TASKS

Test SAC and/or class presentation, individual media production and an end of semester written examination.

### UNIT 2

Students will learn how narrative is structured across fictional and nonfiction texts. Traditional and newer forms of media are studied. Students will also produce media texts that demonstrate an understanding of the codes and conventions of the particular media form, genre and context.

#### LEARNING ACTIVITIES

Students will learn about the media production process and how media has changed. The creative stages of conceptualisation, development, pre-production, production and post-production/exhibition stages will be explored and a media production created.

#### KEY SKILLS REQUIRED

Research, analysis and media production skills.

#### ASSESSED TASKS

Collaborative media production, test SAC and/or class presentation and an end of semester written examination.

# Media

## Units 3-4

In this unit students explore stories that circulate in society through media narratives. They consider the use of media codes and conventions to structure meaning, and how this construction is influenced by the social, cultural, ideological and institutional contexts of production, distribution, consumption and reception. Students assess how audiences from different periods of time and contexts are engaged by, consume and read narratives using appropriate media language.

Narratives are defined as the depiction of a chain of events in a cause and effect relationship occurring in physical and/or virtual space and time in non-fictional and fictional media products.

### UNIT 3

Students will study how fictional narrative films are constructed and distributed with a focus on the relationship with its audiences and how the ideologies in society frame the nature and form of narratives. Students will also prepare for a major assessment task – a media production to be completed in Unit 4. This will involve designing and implementing media production exercises to develop students' production skills and develop a become part of the School Assessed Task (SAT), completed in Unit 4.

#### LEARNING ACTIVITIES

Viewing then analysing two fictional narrative films; designing and completing two short production exercises in a range of media formats and completing a design plan for a major media production.

**KEY SKILLS REQUIRED** Analysis and research skills, media production skills, time management skills and creative ability.

#### ASSESSED TASKS

A test SAC based on Outcome 1, Narrative.

(NOTE: Outcomes 2 and 3 are awarded an S or N only in Unit 3 but assessed in Unit 4 as part of the SAT)

### UNIT 4

Students complete the Media Production SAT planned in Unit 3. Students also learn how films are influenced by the social values and discourses of their time. Students then investigate the extent to which the Media is said to influence groups and individuals in our society, both positively and negatively.

#### LEARNING ACTIVITIES

The completion of a Media Production SAT; the analysis of a film and other media texts focusing on the social, political and cultural discourses that may have existed at the time; an investigation of the debate surrounding the claim that media can influence our behaviour.

#### KEY SKILLS REQUIRED

Analysis and research skills, media production skills, time management skills and creative ability.

#### ASSESSED TASKS

A production SAT; two test SACs and an end-of-year written examination.

#### VCAA ASSESSMENT – The overall Study Score will consist of:

School Assessed Coursework (18%), School Assessed Task (37%), and 2 hour written examination in November (45%).