

# MEDIA

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## Unit 3

### Narratives & Media Production Design

#### COURSE OUTLINE:

In this unit students explore stories that circulate in society through media narratives. Students will study two films in detail and complete a SAC on these. They will develop skills in either photography or film and demonstrate these skills in a SAC and will also complete a production design for a product that they will create in Unit 4. In this unit, students will:

- Study one film in detail and complete a video essay & SAC on this.
- Develop skills in photography, video, or print and demonstrate these in a SAC.
- Complete a comprehensive production design for a media production that you will create in Semester 2.

#### AREAS OF STUDY:

- Media narratives & their contexts
- Research, development & experimentation
- Pre-production planning

#### OUTCOMES:

On completion of this unit, students will learn to:

1. Discuss the way production and story elements combine to structure fictional narratives.
2. Learn to discuss and analyse the way in which society's values shape the content of media texts.
3. Use a range of technical equipment and processes to demonstrate a range of skills in your chosen medium.
4. Prepare a detailed media production design plan (folio).

#### ASSESSMENT:

See Unit 4

## Unit 4

### Media Production; Agency & Control in and of the Media

#### COURSE OUTLINE:

In this unit students focus on the production and post-production stages of the media production process, bringing the media production design created in Unit 3 to its realisation. They will also study a number of shorter media texts. In this unit, students will:

- Produce the video, photographic presentation or print production they designed.
- Study a number of case studies which explore the dynamic and changing relationship between the media and audiences.
- Explain and discuss the issues and challenges in relation to media regulation and the way it is used by individuals, governments and globalised media institutions.

#### AREAS OF STUDY:

- Media production
- Agency & control in the media

#### OUTCOMES:

On completion of this unit, students should be able to:

1. Produce the media product they designed in Unit 3 exactly as specified.
2. Learn to discuss and analyse issues about the nature and extent of media influence.

#### COST:

Student's productions may incur some extra costs depending on the production medium they decide to use.

#### ASSESSMENT:

S or N based on achievement of the outcomes. All coursework must be completed. Units 3&4 have an end of year exam which constitutes 40% of the final score.