



## SAMPLE ASSESSMENT OUTLINE

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**MEDIA PRODUCTION AND ANALYSIS**  
**ATAR YEAR 11**

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## **Acknowledgement of Country**

Kaya. The School Curriculum and Standards Authority (the Authority) acknowledges that our offices are on Whadjuk Noongar boodjar and that we deliver our services on the country of many traditional custodians and language groups throughout Western Australia. The Authority acknowledges the traditional custodians throughout Western Australia and their continuing connection to land, waters and community. We offer our respect to Elders past and present.

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## Sample assessment outline

### Media Production and Analysis – ATAR Year 11

#### Unit 1 and Unit 2

#### Practical

Assessment type	Assessment task weighting	Assessment task timing	Assessment task	Syllabus content
Production 50%	25%	<p><b>Commence task:</b> Semester 1 Week 2</p> <p><b>Task due:</b> Semester 1 Week 14</p>	<p><b>Task 1: Short Film</b> Produce a 5-minute short film, AV production that conveys a theme. Through investigating and analysing examples of media work, develop proposals, scripts and plans for a short film, AV production. The production should use codes and conventions to convey theme, genre, style and narrative. The creation of a short film, AV production will involve the application of production skills and processes based on proposals, scripts and plans while fulfilling defined production roles. Students are required to complete formative production workshops during the completion of this task.</p>	<p><b>Production</b> Ideas and reflective practice Skills and processes Purpose and content</p>
	25%	<p><b>Commence task:</b> Semester 2 Week 2</p> <p><b>Task due:</b> Semester 2 Week 14</p>	<p><b>Task 5: Documentary</b> Produce a 5-minute documentary, AV production that conveys a theme. Through investigating, analysing and evaluating examples of media work, develop proposals and plans for a documentary, AV production. The production should use codes and conventions to convey theme, genre, style and narrative. The creation of a documentary, AV production will involve the implementation of production processes based on proposals and plans while refining skills within defined production roles. Students are required to complete formative production workshops during the completion of this task.</p>	<p><b>Production</b> Ideas and reflective practice Skills and processes Purpose and content</p>

\*Note: Both production tasks run concurrently with response tasks and must be balanced in terms of number of classroom hours provided.

## Written

Assessment type	Assessment task weighting	Assessment task timing	Assessment task	Syllabus content
Response 30%	10%	Semester 1 Week 6	<p><b>Task 2:</b> Blockbuster/Popular culture/Mainstream film</p> <p>50-minute in-class invigilated response. Complete a response to one extended answer question, from a choice of three, in the contexts of media languages, audience, industry and production.</p> <p>Extended answer responses should refer to media work/s studied in the lead up to this task.</p>	<p><b>Media languages</b> Narrative, codes and conventions</p> <p><b>Audience</b></p> <p><b>Industry</b> Media producers Production contexts</p> <p><b>Production</b> Ideas and reflective practice</p>
	5%	Semester 1 Week 13	<p><b>Task 3:</b> Social media platforms and user-generated content in popular culture</p> <p>30-minute in-class invigilated response. Complete responses to two short answer questions from a choice of five.</p> <p>Students are required to complete formative research and then communicate their findings by responding to unseen questions in the contexts of audience, industry and production.</p> <p>Short answer responses should refer to media work/s studied in the lead up to this task.</p>	<p><b>Media languages</b> System of communication</p> <p><b>Representation</b></p> <p><b>Industry</b> Media producers</p> <p><b>Production</b> Ideas and reflective practice</p>
	10%	Semester 2 Week 7	<p><b>Task 6:</b> Documentary film</p> <p>50-minute in-class invigilated response. Complete a response to one extended answer question, from a choice of three, in the contexts of media languages, representation and production.</p> <p>Extended answer responses should refer to media work/s studied in the lead up to this task.</p>	<p><b>Media languages</b> Narrative, codes and conventions</p> <p><b>Representation</b></p> <p><b>Audience</b></p> <p><b>Industry</b> Production contexts</p> <p><b>Production</b> Ideas and reflective practice</p>

Assessment type	Assessment task weighting	Assessment task timing	Assessment task	Syllabus content
	5%	Semester 2 Week 13	<p><b>Task 7:</b> The influence of social media platforms and user-generated content</p> <p>50-minute in-class invigilated response. Complete a response to an unseen scaffolded question.</p> <p>Students are required to complete formative research and then communicate their findings by responding to an unseen scaffolded question in the contexts of media languages, audience, industry and production.</p> <p>Response should refer to media work/s studied in the lead up to this task.</p>	<p><b>Media languages</b> System of communication</p> <p><b>Audience</b></p> <p><b>Industry</b> Media producers Production contexts</p> <p><b>Production</b> Ideas and reflective practice</p>
Written examination 20%	10%	Examination week Semester 1 Week 16	<p><b>Task 4:</b> 150 minute written examination reflecting the examination requirements as outlined in the Media Production and Analysis ATAR Year 12 examination design brief</p>	<p><b>Media languages</b> System of communication Narrative, codes and conventions</p> <p><b>Representation</b></p> <p><b>Audience</b></p> <p><b>Industry</b> Media producers Production contexts</p> <p><b>Production</b> Ideas and reflective practice</p>
	10%	Examination week Semester 2 Week 16	<p><b>Task 8:</b> 150 minute written examination reflecting the examination requirements as outlined in the Media Production and Analysis ATAR Year 12 examination design brief</p>	<p><b>Media languages</b> System of communication Narrative, codes and conventions</p> <p><b>Representation</b></p> <p><b>Audience</b></p> <p><b>Industry</b> Media producers Production contexts</p> <p><b>Production</b> Ideas and reflective practice</p>
<b>Total</b>	<b>100%</b>	<b>100%</b>		