



## SAMPLE ASSESSMENT OUTLINE

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**MEDIA PRODUCTION AND ANALYSIS**  
**GENERAL YEAR 12**

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## Sample assessment outline

## Media Production and Analysis – General Year 12

## Unit 3 and Unit 4

Assessment type	Assessment type weighting	Assessment task weighting	Start and submission date	Assessment task
Response	25%	5%	Semester 1 Week 1–3	<b>Task 1:</b> Respond to short film in the context of <b>Media languages</b>
		5%	Semester 1 Week 5–7	<b>Task 3:</b> Respond to film in the context of <b>Production</b>
		5%	Semester 2 Week 1–3	<b>Task 6:</b> Respond to reality TV programs in the context of <b>Media languages</b> and <b>Representation</b>
		5%	Semester 2 Week 7–9	<b>Task 8:</b> Respond to reality TV programs and their marketing campaigns in the context of <b>Audience</b>
		5%	Semester 2 Week 13–14	<b>Task 10:</b> Respond to reality TV programs in the context of <b>Production</b>
Production	60%	20%	Semester 1 Week 4–10	<b>Task 2:</b> Through the application of <b>Skills and Processes</b> , produce a short film for a local audience
		10%	Semester 1 Week 8–13	<b>Task 4:</b> Through the application of <b>Skills and Processes</b> , produce a marketing campaign for the short film produced in Task 2, for a local audience
		20%	Semester 2 Week 2–6	<b>Task 7:</b> Through the application of <b>Skills and Processes</b> , produce a reality TV show segment that includes at least one stereotypical character
		10%	Semester 2 Week 10–12	<b>Task 9:</b> Through the application of <b>Skills and Processes</b> , produce a marketing campaign based on the reality TV produced in Task 7, for an intended audience
Externally set task	15%	15%	Semester 1 Week 14	<b>Task 5:</b> Task set by the School Curriculum and Standards Authority (the Authority) based on the following content from Unit 3 – <teacher to insert information provided by the Authority>
<b>Total</b>	<b>100%</b>	<b>100%</b>		