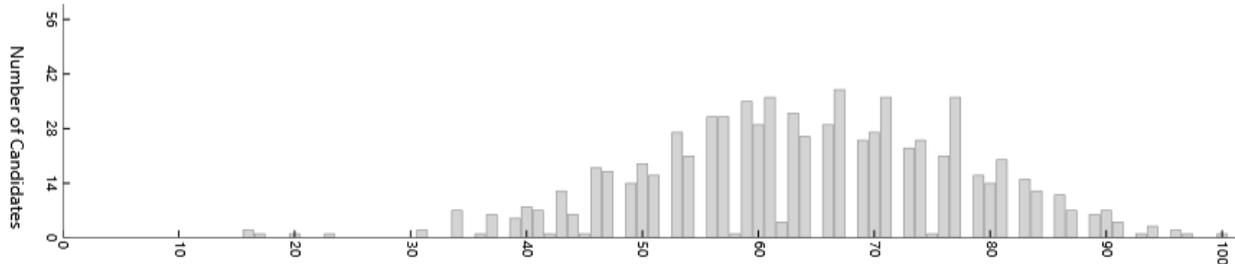




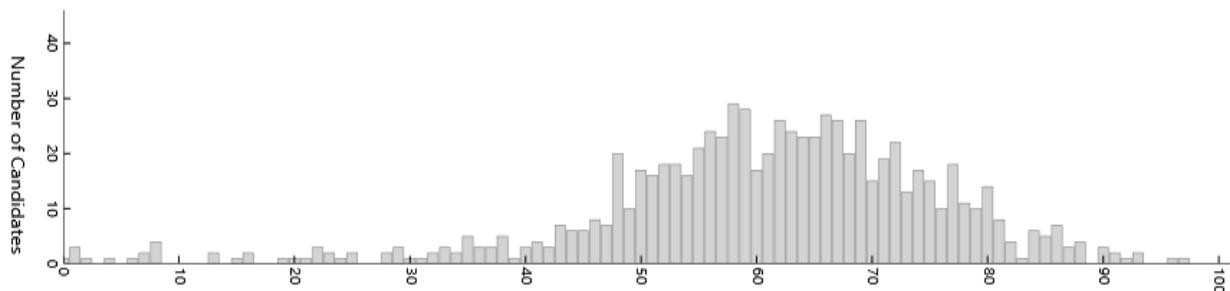
## Summary report of the 2016 ATAR course examination: Media Production and Analysis

Year	Number who sat all examination components	Number of absentees from all examination components
2016	787	7

### Examination score distribution–Practical



### Examination score distribution–Written



### Summary

As in the past candidates submitted mostly audiovisual productions. There were only 12 (6 photography and 6 print) different media forms submitted. In general there were many audiovisual productions of excellent quality. In the written examination, questions covered the breadth and depth of the course with equal weighting between the two units. The questions were accessible and inclusive of all candidates and the stimulus proved to be well liked. The less able candidate was able to respond at an appropriate level, whilst the more able candidates applied the higher order analytical skills required to achieve the top marks. Many candidates obviously spent more time on the stimulus section than was required, as they have prepared themselves for this section, leaving less time for Section Two of the examination. As a result there were a few candidates who did not attempt all the required number of questions in the extended answer. The marking key for the written examination was clear and concise and the mark allocation appropriate.

#### Practical examination

Attempted by 799 candidates

Mean 64.00%(/100) Max 100.00% Min 15.71%

Section means were:

Audiovisual attempted by 787 candidates

Mean 64.23(/100) Max 100.00 Min 15.71

Photography attempted by 6 candidates

Mean 60.24(/100) Max 65.71 Min 57.14

Print attempted by 6 candidates

Mean 50.24(/100) Max 62.86 Min 38.57

No Digital or Radio productions were submitted.



The overall standard of the audiovisual practical (production) submissions was high. There were some very original, creative submissions that really pushed the boundaries of filmmaking. Some students are creating work with real flare and sophistication.

The written work submitted as Individual documentation was of high standard but has become too much of a focus for the practical submission. There seems to be the idea that if candidates write about 'it' they do not have to show it in the production. Ideas should be evident in the production as this is the practical part of the examination.

### Photography

Attempted by 6 candidates	Mean 49.52(/80)	Max 54.29	Min 48.57
Practical Production	Mean 49.52(/80)	Max 54.29	Min 48.57
Individual documentation	Mean 10.71(/20)	Max 12.86	Min 8.57

The mean for this media form demonstrates that the candidates' photographs were generally of a good standard. The individual documentation was done poorly when compared to the audiovisual submissions. Many candidates provided brief or superficial comments about the pre-production processes and their application of production skills. However, the general reflection and evaluation was a little stronger.

### Print

Attempted by 6 candidates	Mean 40.95(/80)	Max 51.43	Min 31.43
Practical Production	Mean 40.95(/80)	Max 51.43	Min 31.43
Individual documentation	Mean 9.29(/20)	Max 11.43	Min 7.14

Three candidates achieved a very poor result in this media form. These weaker submissions looked rushed and quickly put together. More time and care needs to be taken in the planning and execution of this media form if they wish to compare favourably with the audiovisual submissions. In the Individual documentation the reflection and evaluation was very poor in comparison to the audiovisual submissions. A greater understanding needs to be demonstrated across all the criteria within the individual documentation, particularly criterion 7 which is about reflection and evaluation.

### Written examination

#### Section One: Short answer

Attempted by 788 candidates	Mean 18.06(/30)	Max 28.00	Min 0.00
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The stimulus texts were equally covered in responses. There wasn't a particular text that was favoured over others by candidates. Some candidates would do well to be more specific in this section, as many answers were quite general and broad. Candidates should refer to specific examples from the stimulus texts to support answers. The majority of candidates referred to a range of stimulus and those who focused on the question and provided detailed justification and evidence from the stimulus did well in this section. Generally media terminology and language used in answers was of a high standard.

#### Section Two: Extended answer

Attempted by 782 candidates	Mean 42.79(/70)	Max 70.00	Min 0.00
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A number of candidates continue to use the same text(s). For example, *Bowling for Columbine*, *Triumph of the Will* and *Run Lola Run* featured in over half of the responses. A number of rote-learned answers were used in this section as candidates attempted to shoehorn pre-prepared answers into questions posed. This led to responses that were recounts of the texts instead of constructing a response specific to the question with appropriate supporting evidence from studied texts. To this end, some candidates displayed an understanding of a text in a general sense, but did not apply their knowledge to specifically address the requirements of the question.

Better candidates applied their media knowledge and analytical skills to the questions with appropriate evidence from media work as well as using relevant media terminology and language. Some candidates who addressed the requirements of the questions provided outstanding answers in terms of the content, examples, argument and terminology.