



Government of **Western Australia**
School Curriculum and Standards Authority

SAMPLE ASSESSMENT OUTLINE

MEDIA PRODUCTION AND ANALYSIS

GENERAL YEAR 11

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 – General Year 11

Unit 1 and Unit 2

Assessment type	Assessment type weighting	Assessment task weighting	Start and submission date	Assessment task
Response	30%	15%	Commence task: Semester 1 Week 1 Task due: Semester 1 Week 16	Task 1: Response dossier Unit 1 Throughout the production of their short film, students analyse and reflect on narrative, codes and conventions, representations and audience constraints. They complete short responses and activities to outline how they plan to apply, or have applied, these in their own productions.
		15%	Commence task: Semester 2 Week 1 Task due: Semester 2 Week 16	Task 4: Response dossier Unit 2 Throughout their client work, students analyse and reflect on audience, industry, the construction of representations and how systems of communication operate. They complete short responses and activities to outline how they plan to apply, or have applied, these in their own productions.
Production	70%	25%	Commence task: Semester 1 Week 1 Task due: Semester 1 Week 16	Task 2: Short film Students work on a short film production in groups, using a wide variety of skills and processes. Their films will be shown at a media presentation for their peers, parents, teachers and/or stakeholders.
		10%	Commence task: Semester 1 Week 6 Task due: Semester 1 Week 15	Task 3: Promotional piece Students work individually to develop a compelling trailer, poster, social media post, podcast or other negotiated production piece aimed at promoting their film for the media presentation. Students will need to consider audience and impact.

Assessment type	Assessment type weighting	Assessment task weighting	Start and submission date	Assessment task
		25%	Commence task: Semester 2 Week 1 Task due: Semester 2 Week 16	Task 5: Client persuasive piece Students work with a real-world client (from around the school or community) to develop an influential piece with a clear audience and goal. Using production skills and processes, students work in groups to meet deadlines and fulfil their client brief. Students may create media work such as a promotional video for subject selections, an 'after-movie' of the Sports Carnival for parents, a behind-the-scenes look at challenges faced by the debate team or a local ad for a community business.
		10%	Commence task: Semester 2 Week 9 Task due: Semester 2 Week 16	Task 6: Client cutdown Students work individually, using production skills and processes, to cut down their client persuasive piece to create a shorter variation. Students manage controls and constraints to create media work that targets a different audience or for use on a different platform, such as online, poster, trailer, podcast or other negotiated piece.
Total	100%	100%		