



SAMPLE ASSESSMENT TASKS

MEDIA PRODUCTION AND ANALYSIS

ATAR YEAR 11

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Sample assessment task

Media Production and Analysis – ATAR Year 11

Task 1 – Unit 1 – Popular culture

Assessment type: Production

Due date: Week 9, Term 1

Conditions

Period allowed for completion of Task 1 is:

Weeks 2–4: Pre-production – planning, scripting, storyboarding

Weeks 5–9: Production, video capture, sequencing and final editing and after effects

Must provide completed production on DVD/CD/USB consistent with the *ATAR Year 12 Practical (production) submission requirements* document.

Total marks: 40

Task weighting: 25% of the school mark for this pair of units

Task 1: Production of a music video

(40 marks)

Task description

Plan, design, script, edit and produce a music video clip based on a music video genre. You will be assessed individually, but will work collaboratively in pairs to perform primary and secondary production roles.

Select a primary role (cinematographer or editor), negotiating this with your partner. You will also need to select a secondary role which is appropriate to the context of the production. Use the *ATAR Year 12 Practical (production) requirements* document to assist you in deciding and defining your production role/s.

Consider your target audience carefully, taking into account their values and expectations. Apply technical codes and conventions of music videos to construct your intended purpose and to appeal to the target audience.

Task process and requirements:

- create a music video 3–5 minutes in length
 - complete plans, scripts and storyboard by the due date in Week 4
 - complete journal entries throughout the production process, including plans and revisions, intention, outline of production roles, application of technology and problem-solving strategies
 - select music to suit the target audience, style and image of your music video genre
 - select either a narrative storyline structure or unstructured music video with a focus on constructing symbolic representation of meaning
 - demonstrate originality, creativity and manipulation of codes and conventions in pre-production, production and post-production stages
 - ensure appropriate copyright and talent release forms are completed by authority figures and talent filmed, and keep all documentation
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- comply with school policies and ethics and include no offensive images in music video
- **do not** include any school logos, uniforms, signs or forms of identification (to prepare for ATAR Year 12 requirements)
- **do not** include production credits in your DVD (to prepare for ATAR Year 12 requirements).

What needs to be submitted	Due date
<input type="checkbox"/> DVD of your production	
<input type="checkbox"/> Plans, scripts, storyboards and production schedules	
<input type="checkbox"/> Production journal, including reflections on the: <ul style="list-style-type: none">• rationale of the production and pre-production process• application of the production skills (including details of the primary and secondary role/s)• own and peer's production, including evaluation of the final product	
<input type="checkbox"/> Talent releases	
<input type="checkbox"/> Copyright permissions	

Marking key for sample assessment task 1 – Unit 1 Popular culture

25% weighting – converted from 40 marks

Description		Marks
Criterion 1: Genre conventions		/10
Demonstrates an effective representation of music video genre conventions throughout the production		9–10
Demonstrates an informed representation of music video genre conventions within the production		7–8
Demonstrates an appropriate representation of music video genre conventions within the production		5–6
Demonstrates an inconsistent representation of music video genre conventions within the production		3–4
Demonstrates limited evidence of music video genre conventions within the production		1–2
Criterion 2: Codes (Manipulation of symbolic, written, audio and technical codes)		/10
Demonstrates effective manipulation of codes throughout the music video		9–10
Demonstrates informed manipulation of codes within the music video		7–8
Demonstrates appropriate use of codes within the music video		5–6
Demonstrates inconsistent use of codes within the music video		3–4
Demonstrates limited use of codes within the music video		1–2
Criterion 3: Primary role for the music video		
Cinematographer	Editor	/10
Demonstrates proficient camera skills throughout the music video production	Demonstrates proficient editing skills throughout the music video production	9–10
Demonstrates informed camera skills within the music video production	Demonstrates informed editing skills within the music video production	7–8
Demonstrates satisfactory camera skills within the music video production	Demonstrates satisfactory editing skills within the music video production	5–6
Demonstrates inconsistent camera skills within the music video production	Demonstrates inconsistent editing skills within the music video production	3–4
Demonstrates limited camera skills in the music video production	Demonstrates limited editing skills in the music video production	1–2
Criterion 4: Secondary role for the music video		
Nominated by the student (note: if producing individually, you may choose the alternative to your primary role – cinematographer or editor as your secondary role)		/5
Demonstrates proficient application of skills applicable to the nominated role/s throughout the music video production		5
Demonstrates informed application of skills applicable to the nominated role/s within the music video production		4
Demonstrates satisfactory application of skills applicable to the nominated role/s within the music video production		3
Demonstrates inconsistent application of skills applicable to the nominated role/s within the music video production		2
Demonstrates limited application of skills applicable to the nominated role/s within the music video production		1

Description	Marks
Criterion 5: Production processes and plans	/5
Demonstrates proficient implementation of production processes based on formal proposals, scripts and plans	5
Demonstrates informed application of production processes based on proposals, scripts and plans	4
Demonstrates satisfactory application of production processes and/or satisfactory use of proposals, scripts and plans	3
Demonstrates inconsistent application of production processes and/or inconsistent use of proposals, scripts or plans	2
Demonstrates limited application of production processes and/or limited use of proposals, scripts or plans	1
Total score	/40
Total percentage	/25%

Sample assessment task

Media Production and Analysis – ATAR Year 11

Task 9 – Unit 2 – Journalism

Assessment type: Response

Due date: Week 4, Term 4

Conditions

Period allowed for completion of Task 9 is:

Weeks 1–2: Analysing and researching new media

Week 3: Shaping and writing draft response

Week 4: Completion of response in own time and submission for assessment

Total marks: 23

Task weighting: 5% of the school mark for this pair of units

Task 9: Response to news media work in the context of Production

(23 marks)

Task description

Analyse a sample of news broadcasts, media commentary programs and/or documentaries, using examples which address the points listed below:

- the characteristics, benefits and limitations of media ownership in news media
- social and political factors that bring about change in news media
- how media use influences news production for an audience
- ethical issues, legal consequences, censorship and privacy in news media.

While class time has been provided for the completion of this task, it is expected that you will complete the response in your own time. Your response must include examples from media work you have studied for this task, and include them in a bibliography. The response should be 1000–1500 words.

What needs to be submitted for assessment	Due date
<input type="checkbox"/> Research notes and bibliography	
<input type="checkbox"/> Essay response	

Useful resources for broadcast news media

- Australian commercial news, such as *Channel 7, 9 or 10 News*
- Australian non-commercial news – *ABC News, SBS News*
- International News services – *BBC news, Al Jazeera news, Fox news, CNN news*
- Documentary on media ownership – documentary *Outfoxed*, on Rupert Murdoch’s news empire
- Other – *Media Watch* program (ABC)
- YouTube

Marking key for sample assessment task 9 – Unit 2

5% weighting converted from score out of 23

Description	Marks
Concentrated media ownership	
Analyses the characteristics, benefits and limitations of concentrated media ownership in news media	5
Explains the characteristics, benefits and limitations of concentrated media ownership in news media	4
Describes generally the characteristics, benefits and limitations of concentrated media ownership in news media	3
Identifies the characteristics, benefits and limitations of concentrated media ownership in news media	2
Limited or superficial comments on media ownership in news media	1
	/5
Social and political change	
Analyses the social and political factors that bring about change in news media	5
Explains the social and political factors that bring about change in news media	4
Describes generally the social and political factors that bring about change in news media	3
Identifies the social and/or political factors that bring about change in news media	2
Limited or superficial comments on social and political factors	1
	/5
Media use and audience	
Analyses how media use influences news production for an audience	5
Explains how media use influences news production for an audience	4
Describes how media use influences news production for an audience	3
Identifies how media use influences news production for an audience	2
Limited or superficial comments on media use and audience	1
	/5
Ethical issues and legal consequences	
Analyses ethical issues and legal consequences	5
Explains ethical issues and legal consequences	4
Describes ethical issues and legal consequences	3
Identifies some ethical issues and legal consequences	2
Limited or superficial comments on ethical issues and legal consequences	1
	/5
Detailed reference to media work and use of media terminology	
Provides detailed justification through references to media work, supported with consistent and relevant media terminology	3
Provides evidence through references to appropriate media work, supported with frequent and mostly correct use of media terminology	2
Provides brief or superficial reference to media work, supported with limited to no use of media terminology	1
	/3
Total score	/23
Total percentage	/5%