



Media Production and Analysis General Course Year 12

Selected Unit 3 syllabus content for the Externally set task 2027

This document is an extract from the *Media Production and Analysis General Course Year 12 syllabus*, featuring all of the content for Unit 3. The content that has been highlighted in the document is the content on which the Externally set task (EST) for 2027 will be based.

All students enrolled in the course are required to complete an EST. The EST is an assessment task which is set by the Authority and distributed to schools for administering to students. The EST will be administered in schools during Term 2, 2027 under standard test conditions. The EST will take 50 minutes.

The EST will be marked by teachers in each school using a marking key provided by the Authority. The EST is included in the assessment table in the syllabus as a separate assessment type with a weighting of 15% for the pair of units.

Unit 3 – Creative media

Unit description

The focus for this unit is creative media. To stimulate their own productions, students explore a range of creative media work.

Students examine the process of representation and the way values are constructed in media work. They consider how the experiences of audiences influence their responses to media and how media work is shaped by the production context and through the production process.

Students generate ideas and learn production skills and processes as they apply their knowledge and creativity to their productions. They expand understandings of media language, learning how narrative, codes and conventions are used to construct media.

Suggested contexts

Within the broad area of entertainment, teachers may choose one or more of the suggested contexts (this list is not exhaustive):

- promotion and marketing strategies
- film
- radio and podcasting
- music video
- interactive and social media
- user-generated content
- artificial intelligence (AI)-generated content
- TV and streaming platforms
- photography and photo manipulation
- animation.

Media types – students must work in at least one of the following media in any year: film, television, photography, print media, radio or digital media.

Unit content

Through practical and written teaching and learning, the following knowledge, understandings and skills can be demonstrated. This is reflective of the course assessment task weightings.

Media languages

System of communication

- expectations and purposes of media work
- creative producers, personal expression and style

Narrative, codes and conventions

- creative use of codes and conventions
- creative manipulation of narrative
- how codes and conventions construct theme

Representation

- how representations are constructed in media work
- challenging stereotypical representations

Audience

- communication models to explain how producers and audiences interact
- how audience values influence interpretations of media work

Industry

Media producers

- the challenges faced by media producers
- targeting specific audiences

Production contexts

- how changes in technology enhance creative media works
- making links between media work and production context

Production

Ideas and reflective practice

- generating and refining ideas within given contexts
- evaluating, adapting and adjusting processes

Controls and constraints

- demonstrating safe procedures when creating media productions
- using available technologies and resources to fulfil production needs
- effective management of time
- working within the constraints of media type
- working within the school ethos

Skills and processes

- applying pre-production processes to communicate ideas
- applying technical skills and processes within production and post-production
- applying skills, including active listening, making decisions, goal-setting and production responsibilities

Purpose and content

- constructing own production/s for a specific purpose, context and audience
- applying codes and conventions to convey theme, genre, style and/or narrative