



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

EST CODE
MPAGT
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Media Production and Analysis

General course

Externally set task sample
Marking key

Total marks for this task: 47

Question 1

(18 marks)

- (a) Describe a target audience for the Netflix series in image 1.

(3 marks)

Description	Marks
Describes a target audience for the Netflix series in the image	3
Outlines a target audience for the Netflix series in the image	2
Identifies a target audience for the Netflix series in the image	1
Total	3
Answers could include: • teenagers • teenaged girls • Australian teenagers • high school students • Year 11 and 12 school students • young people • young adults • fans of romance. The targeted audience for the Netflix series <i>Heartbreak High</i> is mainly teenagers and young adults. This series appeals to this specific audience due to its focus on contemporary youth issues, diverse characters, relationships and experiences many young people can relate to. Accept other relevant answers.	

- (b) Describe how the producers have creatively used codes or conventions to target this audience.

(3 marks)

Description	Marks
Describes how codes or conventions have been creatively used to target the audience	3
Outlines how codes or conventions have been used to target audience	2
Identifies a code or convention used to target the audience	1
Total	3
Answers could include: • selection of setting, costume, props and colour • shot choice, camera angle, framing and composition • lighting • written codes, including title, tagline and font • layout and placement of characters • representations of teenagers • use or subversion of genre conventions • references to teenage interests, experiences and values. Accept other relevant answers.	

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- (c) Identify and explain how **three** codes or conventions have been used to construct the theme. (12 marks)

Description	Marks
For each example (3 x 1 mark)	
Identifies a code or convention used	1
Subtotal	3
Explanation (3 x 3 marks)	
Explains how a code or convention is used to construct the theme	3
Describes how a code or convention is used to construct the theme	2
Outlines how a code or convention is used	1
Subtotal	9
Total	12
Answers could include: Symbolic codes: • high school yard setting • objects to convey a 'muck-up' day scenario • costume choices to represent characters and stereotypes • costumes, e.g. leavers jackets, graffiti on clothes to suggest last day of school • props/objects associated with teenagers, e.g. water pistols, Polaroid camera • colours used to evoke an emotional response or add meaning to the shot, e.g. blue sky for freedom and happiness, red in title font for romance • bright outdoor lighting to convey happiness • body language to convey friendship and fun. Technical codes: • shot size, angle, framing, lens choice • low camera angles to empower the main character • long shot to show characters within the setting • long shot to show a variety of characters • long shot to show action • symmetry, leading lines. Written codes: • title font choice and colour the same as used in the TV program for audience recognition • tagline of 'One last heartbreak' conveys first love and crushes in high school • red in title font symbolising romance • title font in red to match Netflix font colour to tie the brands • use of Netflix logo. Conventions: • layout conventions • portrait orientation • grouping of characters in foreground of the shot, prioritising main character • main character looking into lens of camera for eye contact effect • symmetrical layout • placement of written codes • repetition of colours for emphasis • unified font choices • position of Netflix logo and release date. Accept other relevant answers.	

Question 2

(29 marks)

(a) Use the table on page 9 to plan your short film, ensuring you:

- Describe an idea for your short film. (3 marks)
- Describe the theme of your short film. (3 marks)
- Explain how your idea appeals to the target audience. (4 marks)
- Explain how your film challenges stereotypical representations. (4 marks)
- Describe how you could refine your idea to meet the requirements of the scenario. (3 marks)

Description	Marks
Idea for short film	
Describes an idea for the short film	3
Outlines an idea for the short film	2
Identifies an idea for the short film	1
Subtotal	3
Theme for short film	
Describes a theme for the short film	3
Outlines a theme for the short film	2
Identifies a theme for the short film	1
Subtotal	3
How the idea appeals to the target audience	
Explains how the idea appeals to the target audience	4
Describes how the idea appeals to the target audience	3
Outlines how the idea appeals to the target audience	2
Identifies how the idea appeals to the target audience	1
Subtotal	4
How the film challenges stereotypical representations	
Explains how the film challenges stereotypical representations	4
Describes how the film challenges stereotypical representations	3
Outlines how the film challenges stereotypical representations	2
Identifies how the film challenges stereotypical representations	1
Subtotal	4
How the idea could be refined to meet the requirements of the scenario	
Describes how the idea could be refined to meet the requirements of the scenario	3
Outlines how the idea could be refined to meet the requirements of the scenario	2
Identifies a way the idea could be refined	1
Subtotal	3
Total	17
Answers could include: • narrative elements such as setting, character, conflict, resolution • ideas, tropes or plots from popular genres • combining or subverting expected ideas, tropes or plots • reference to a thematic statement such as 'don't judge a book by the cover' • reference to an idiom such as 'practice what you preach' • use of costumes, casting, shot choice, colour, lighting, editing, locations, design elements that would appeal to the audience • a description of the target audience • product or object placement or styling that reflects trends in order to attract the audience • reference to stereotypical representation of teenagers • unusual or positive representations of teenagers	

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- representations of other age groups
- feedback from peers or teachers to refine ideas
- further research to develop or refine ideas
- experimentation with different narrative, genre or stylistic ideas
- refinement of ideas in response to production constraints, such as time, locations, equipment or resources.

Accept other relevant answers.

- (b) Identify **three** pre-production processes you would use for your short film and explain how each process would communicate your ideas. (12 marks)

Description	Marks
For each explanation of a code (3 x 4 marks)	
Explains how a pre-production process would communicate ideas for the short film	4
Describes how a pre-production process would communicate ideas for the short film	3
Outlines a pre-production process with some reference to the ideas for the short film	2
Identifies a pre-production process	1
Total	12
Answers could include: Pre-production processes: • research • brainstorming and/or refining ideas • audience profiles • mood boards • pitch documents • scripts • storyboards • shooting scripts • shot lists • art direction planning • location scouting • production schedules. Communicating ideas: • visualising shot choice, camera angles, composition and camera movement • establishing narrative, character, conflict and action • establishing visual style, mood and atmosphere • indicating dialogue and character interactions • showing the sequence and pacing of scenes • establishing setting and location • indicating costume, props and design elements • identifying intended codes and conventions • demonstrating how the production will appeal to the target audience • showing how representations will be constructed • establishing how the theme will be conveyed. Accept other relevant answers.	

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