



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

MEDIA PRODUCTION AND ANALYSIS

ATAR course

**Year 12 syllabus – What’s changing: Rationale and Aims
For teaching in 2027**

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.

Background

As part of the Western Australian Certificate of Education (WACE) Refreshment for reviewing the nomenclature of courses, the Authority has updated the rationale and aims of each syllabus.

The revised rationale and aims are aligned with the mapping of the general capabilities to provide clear connections between the rationale, aims and syllabus content. The rationale outlines what the subject is about and why it is important. It describes what students can expect to study in the course, along with the knowledge, skills and understandings they will develop throughout the course. It also explains how these can be applied in everyday life and references potential future pathways, outlining how students might connect what they learn in the course to further education, training and employment opportunities.

Important information

WACE Refreshment: Reviewing the nomenclature of courses

This document contains information that will be included in the syllabus effective from 1 January 2027.

Users of the syllabus are responsible for checking its currency.

Syllabuses are formally reviewed by the Authority on a cyclical basis, typically every five years.

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Rationale

The Media Production and Analysis ATAR course is about building critical engagement with media through creating and evaluating complex media work. The course enriches students' media literacy and develops their appreciation of film and media making. Students critique media work and understand the cultural and social impact media has had, and will continue to have, on the world.

Students study film, culture, audiences, media trends and the persuasive powers of media. They learn how media can be constructed for aesthetic appeal and evaluate the effectiveness of representations in communicating meaning to specific audiences. Students analyse media messages, identifying biases, and learn how to tell their own stories through the media work they produce.

Students gain skills in cinematography, editing, sound design and art direction as they work to create their own audiovisual media work. They build knowledge and understanding of how media work is produced, how stories are constructed, and what messages and themes they want to portray to specific audiences. Students examine how values are embedded in the media work they study and create. They develop the knowledge, skills and understandings to be active consumers and creators of media, recognising the possibility of being manipulated by media messaging.

The knowledge, skills and understandings developed in this course enable students to successfully engage in critical analysis of multifaceted media work from a range of platforms they encounter in their daily lives. They learn to question the information presented to them and understand the deeper meaning within media work they interact with. Students develop practical skills that can be applied to many of the communication processes they engage in.

The course may lead to further tertiary study in creative industries, film production, journalism, advertising, game design or communication and cultural studies. The course equips students with complementary expertise in visual communication, critical thinking and media literacy that places them in good stead for the media industry or other fields of further study or employment.

Aims

The Media Production and Analysis ATAR course aims to develop students’:

- creative use and analysis of media languages, codes and conventions, narrative elements and structures to create and critique media work, enabling them to construct genre, communicate meaning and convey themes
- understanding and analysis of representations in media work and how stereotypes reflect or challenge cultural values
- understanding of audience engagement and application of media theories to interpret responses within cultural contexts
- understanding and evaluation of media industry influences through building knowledge of ownership structures and production contexts, and how this impacts media content
- production skills through the creation of purposeful media work, enabling them to manage production processes, develop technical skills and adapt their production work based on controls and constraints
- reflective practice through critical evaluation and ethical consideration of media protocols.