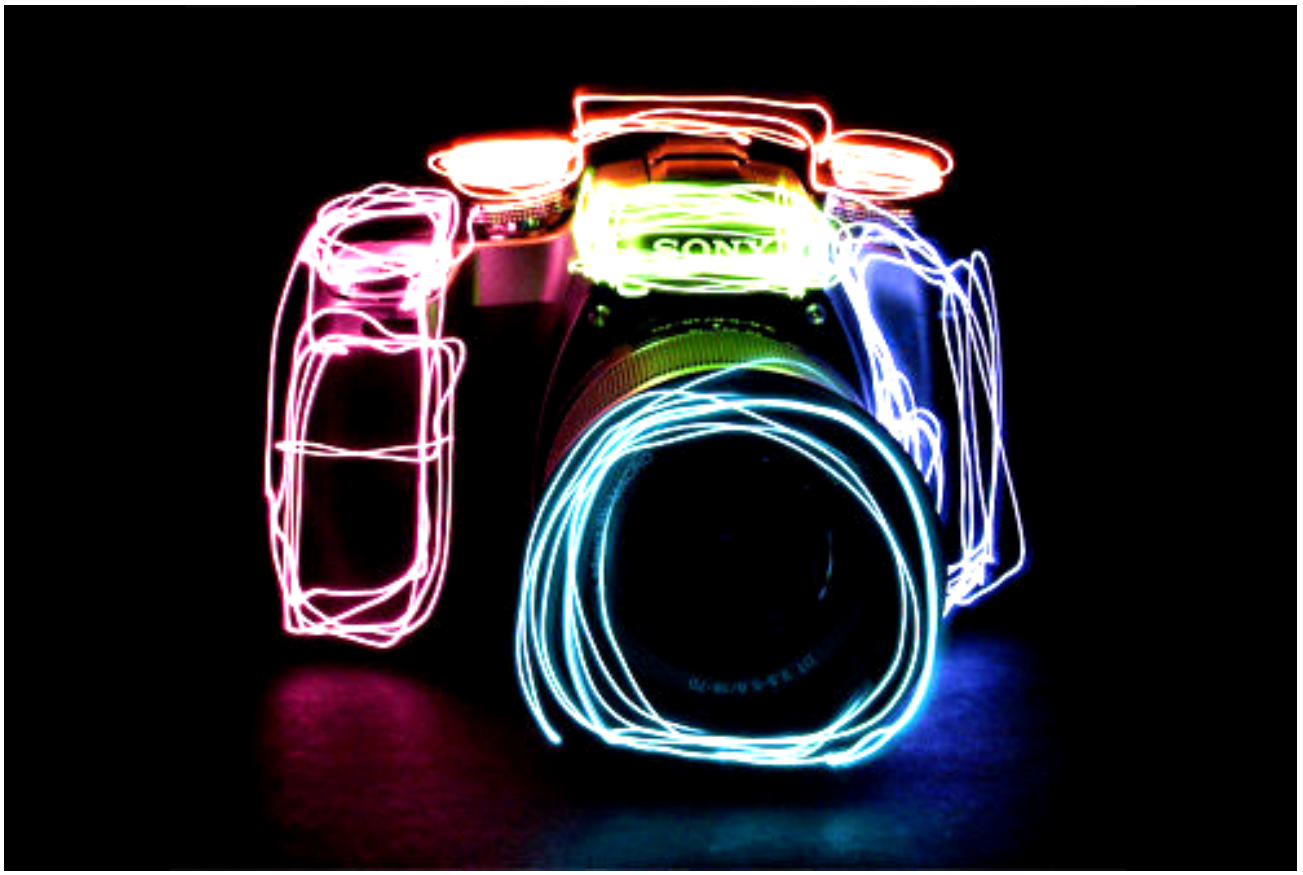
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Orientation

Media Unit 1/2



2018

CHECK LIST-
WHAT YOU NEED TO DO OVER THE SUMMER HOLIDAYS

1. **READ** this entire booklet.

2. Have a **READ** through the Study Design- it is brand new this year! http://www.vcaa.vic.edu.au/Documents/vce/media/MediaSD_2018.pdf

3. **COMPLETE** all tasks that are in this booklet. THIS IS DUE ON THE FIRST CLASS BACK IN WEEK 1.

4. **EMAIL** Mrs. Plumridge so that she has your email address to contact you.

5. **JOIN** our class Google Drive account. This is where we will be saving all of our work, plus you will be able to access all resources and assessment tasks here.



Rationale

VCE Media will provide you with the opportunity to analyse media products and concepts in an informed and critical way. We will consider media texts, technologies and processes from various perspectives, including an analysis of structure and features. We examine industry production and distribution context, audience reception and the media's contribution to and impact on society. This aspect of the study is integrated with the individual and collaborative design and production of media representations and products.

VCE Media supports you to develop and refine your analytical, critical, creative thinking and expression. You will strengthen their communication skills and technical knowledge. This study is relevant for those of you who wish to pursue further formal study at tertiary level or in vocational education and training settings. The study provides knowledge and skills in creative thinking, planning, analysis, creative expression and communication valuable for participation in and contribution towards contemporary society.

Aims

This study enables you to:

• investigate and analyse their own and others' experiences of media in the context of the relationship between audiences, the media, media products and society
• analyse media products to understand how meaning is constructed and to develop an understanding of the range of meanings carried by media texts
• develop an understanding of production processes involved in the construction of media products through practical and theoretical applications
• develop an understanding of the roles, structure and industrial context of media forms
• develop the capacity to evaluate media policies, issues and possibilities within Australian society
• evaluate the creative and cultural impact of new media forms and technologies
• develop and refine skills in the areas of production and critical analysis to express their ideas through media forms and gain self-confidence and communication skills through that expression
• understand the relationship between media products, their production context and the audiences that consume them.

Structure

The study is made up of four units:

Unit 1: Media forms, representations and Australian stories

Unit 2: Narrative across media forms

Unit 3: Media Narratives and pre production

Unit 4: Media production and issues in the media

Each unit deals with specific content contained in areas of study and is designed to enable students to achieve a set of outcomes for that unit. Each outcome is described in terms of key knowledge and key skills.

Unit 1: Media forms, representations and Australian stories

The relationship between audiences and the media is dynamic and changing. Audiences engage with media products in many ways. They share a common language with media producers and construct meanings from the representations within a media product. In this unit students develop an understanding of audiences and the core concepts underpinning the construction of representations and meaning in different media forms. They explore media codes and conventions and the construction of meaning in media products. Students analyse how representations, narrative and media codes and conventions contribute to the construction of the media realities audiences engage with and read. Students gain an understanding of audiences as producers and consumers of media products. Through analysing the structure of narratives, students consider the impact of media creators and institutions on production. They develop research skills to investigate and analyse selected narratives focusing on the influence of media professionals on production genre and style. Students develop an understanding of the features of Australian fictional and nonfictional narratives in different media forms. Students work in a range of media forms and develop and produce representations to demonstrate an understanding of the characteristics of each media form, and how they contribute to the communication of meaning.

The Outcomes you will complete:

Area of study 1 – Media representations

In this area of study we focus on learning the following dot points:

- Construction of meaning through representation
- Representation of values by the media creators and audience at the time, location and

context of construction.

- Social, technological, industrial and economic factors influencing representations.
- Concept of audiences – participation, consumption, reception, production, curation and distribution of media products.
- Construction of identity in media products – audience, creators, producers.

Area of study 2 – Media forms in production

In this area of study we focus on learning the following dot points:

- The media production process – pre production, production and post production.
- Focus on representation, construction of meaning, distribution, audience engagement, consumption and reception as inspiration.
- Students must work in two or more media forms that represent concepts studied in area of study 1.
- Evaluate how the characteristics of their selected media forms influence the representation and construction of their productions.

Area of study 3 – Australian stories

In this area of study we focus on learning the following dot points:

- Fictional and non-fictional Australian narratives (stories) in two media forms.
- Individual style through the use of crafting narrative and structures to engage audiences.
- Audience engagement and readings of Australian stories.
- Factors that impact audience engagement, reception and consumption.





ASSESSMENT

You are required to satisfactorily complete each outcome including assessment tasks, SACs and a semester exam to pass Media Studies Unit 1 and 2. Here is the outline of some of the tasks we'll be completing:

Unit 1

Media Representations

- Create a print ad assessment task

Media Forms in Production

- Create a documentary in two media forms

Australian Stories

- Short and long answer questions (SAC format)

Unit 2

Narrative, style and genre

- TBC

Narratives in production

- TBC

Media and change

- TBC

Unit 2: Narrative across media forms

Fictional and nonfictional narratives are fundamental to the media and are found in all media forms. Media industries such as journalism and filmmaking are built upon the creation and distribution of narratives constructed in the form of a series of interconnected images and/or sounds and/or words, and using media codes and conventions. New media forms and technologies enable participants to design, create and distribute narratives in hybrid forms such as collaborative and user-generated content, which challenges the traditional understanding of narrative form and content. Narratives in new media forms have generated new modes of audience engagement, consumption and reception. In this unit students further develop an

understanding of the concept of narrative in media products and forms in different contexts. Narratives in both traditional and newer forms include film, television, sound, news, print, photography, games, and interactive digital forms. Students analyse the influence of developments in media technologies on individuals and society, examining in a range of media forms the effects of media convergence and hybridisation on the design, production and distribution of narratives in the media and audience engagement, consumption and reception. Students undertake production activities to design and create narratives that demonstrate an awareness of the structures and media codes and conventions appropriate to corresponding media forms.

Area of study 1 – Narrative, style and genre

In this area of study we focus on learning the following dot points:

- How narratives construct realities and meaning for audiences.
- The personal and distinctive style of media creators and producers in constructing narratives.
- Manipulation of media codes and conventions in the construction of narratives.
- Personal values and their relationship to individual interest and engagement in narratives in different media forms.
- Audience engagement, consumption and reception and their influence on the construction of narratives. Individual characteristics of audience.
- Students must study two narratives in different media forms.

Area of study 2 – Narratives in production

In this area of study we focus on learning the following dot points:

- Use of media production process in the construction of narratives.
- Development of skills in the use of media technologies.
- Specific audiences and constraints of contexts in the creation and production of media products.
- Ethical, legal and community constraints in the production and distribution of media products.
- Roles and responsibilities within the media production process.

Area of study 3 – Media and change

In this area of study we focus on learning the following dot points:

- The nature and forms of new media technologies and their relationship to traditional media technologies.
- The way in which audiences engage with, are influenced by, consume, read and participate with new media technologies.
- The growth of digital technologies and their impact on audiences.

- The influences of technological development, media convergence and hybridisation on society, audiences, individuals, media industries and institutions.
- Social, ethical and legal issues in the media industry.
- Technologies, processes of production, characteristics, distribution, consumption and reception of media products in new media forms.

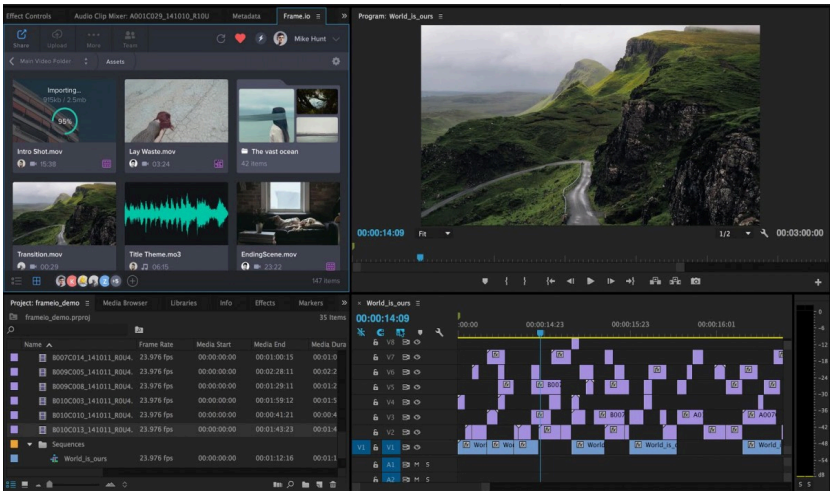
Activities

The specific class activities that we will be exploring include, but are not limited to…

- Excursion to Top Designs/Top Screens
- Watching films
- History of technology
- Film analysis
- Camera operation and composition techniques
- SACs (School Assessed Coursework)
- Excursion to film your own short film or advertisement
- End of semester Exams

Contact your teacher by email:

eplumridge@covenant.vic.edu.au
ecaudullo@covenant.vic.edu.au



Today's task

1. Get comfortable with using the cameras; play around with the different settings and get familiar with where the functions are and what they do. https://www.youtube.com/watch?v=F0K79ve_FLg (The very basics of how to turn the camera on and have it ready to record video) https://www.youtube.com/watch?v=ARqkvCbz-4g (A little more detailed clip on how to choose the right settings)
2. Individually or in groups of two, groups of two spend 10 minutes shooting some footage. This can be anything you wish:
3. Some of you will know a little bit about the editing software Premiere Pro, however if you don't, do not worry as we will be building up these skills throughout the year. We will be watching the below YouTube clip as a class **https://www.youtube.com/watch?v=Hls3Tp7JS8E**
4. Have a go at piecing together a few sequences. Export and save your film.

Media Unit 1 Holiday Homework TASK 1

**Watch a movie or TV show over the holidays. Complete the following:*

Name of show/film:

_____

Give a brief description of the show/film:

_____

_____

_____

_____

**Choose a specific scene in the show/film and complete the following:*

What is the setting of the scene (physical environment in which filming occurs) and what significance does this setting have for the show/film?

_____
_____
_____
_____

What genre is the show/film and how do you know this from this scene?

_____
_____
_____
_____

What main camera angles are used in this scene? (Consider movements and positions, is it a low camera angle, high camera angle, close-up, extreme close-up, tilted camera, and how these affect the viewer.)

_____
_____
_____
_____

Is there music in this scene or other added sounds? (Listen for music, laughter tracks and sound effects) **Why do you think these have these been added to this scene?**

_____
_____
_____
_____

**Choose one characters in the film or show and give a detailed description about each of the characters covering the following:*

Name of the character #1 (include nicknames):

_____

Give a description about what they wear:

_____
_____
_____
_____

Describe the character's personality and how you know this about them:

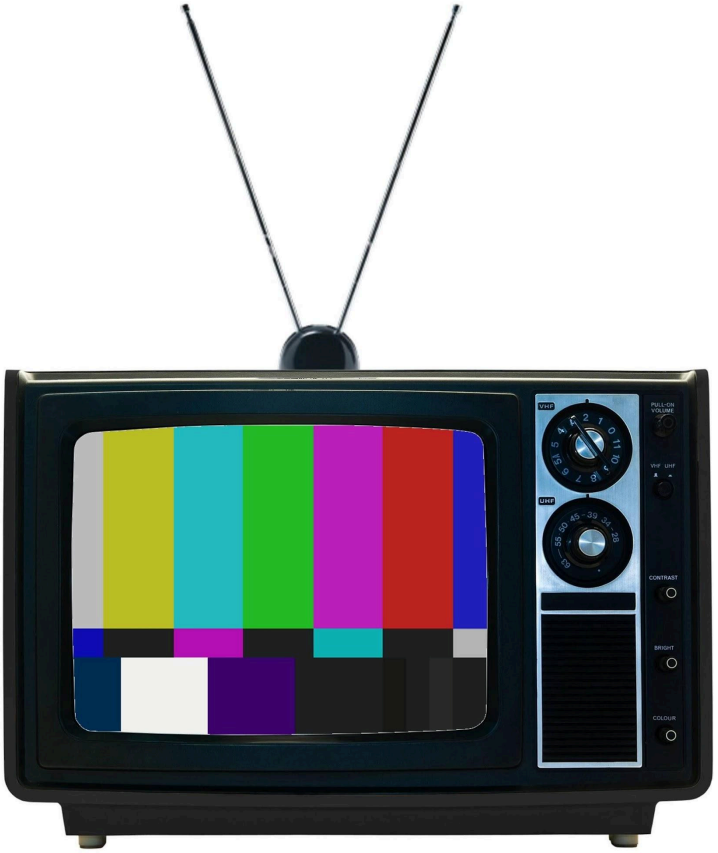
_____
_____
_____
_____

What is their function within the show/film (Are they the hero, villain, helper, main characters, supporting character, and how does this character's function and contribute to our understanding of the story):

_____
_____
_____
_____

List two key quotes from the character:

1. _____
   _____
   _____
2. _____
   _____
   _____



Media Unit 1 Holiday Homework TASK 2

Watch this link and complete the following questions
http://www.youtube.com/watch?feature=player_embedded&v=fOecpti7Qf8

1. What does ‘REPRESENTATION’ refer to in media?

_____

_____

2. What kind of forms can these media representations take?

_____

_____

3. “Just about everything you see or hear in the media is a representation of something”

   TRUE or FALSE?

4. Is the media reality? YES or NO

5. List the three step process for how representations are constructed:

   a. S_____

   b. O_____

   c. C_____

6. What is a code:

_____

_____

_____

7. What is denotation?

_____

_____

8. What is connotation?

_____

_____

Media Unit 1 Holiday Homework TASK 3

You need to know the 6 PRODUCTION ELEMENTS in Year 11 Media. Hopefully you are already familiar with these, but even if you have never heard of them you will be capable of this task. A good way to remember them is by remembering 'CAMELS'.

Camera

Acting

Mise-en-scene

Editing

Lighting

Sound

Media Unit 1 Holiday Homework TASK 4

You also need to know the different **CAMERA ANGLES**, **CAMERA SHOT SIZES**, **CAMERA MOVEMENTS** and **CAMERA TECHNIQUES**.

Answer the following if you need help go to http://lessonbucket.com/filmmaking/cinematography/

1. **What shot size is this?**
2. **What shot size is this?**

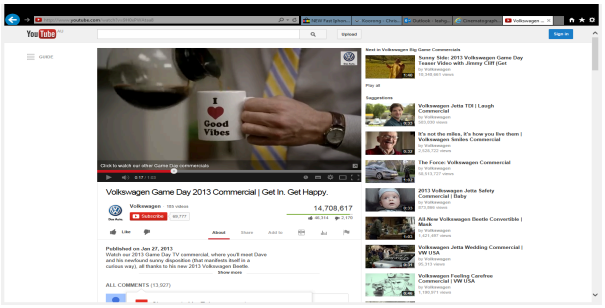


a. Extreme Close Up
b. Close Up
c. Mid Shot
d. Long Shot
e. Extreme Long Shot



a. Extreme Close Up
b. Close Up
c. Mid Shot
d. Long Shot
e. Extreme Long Shot

3. What shot size is this?



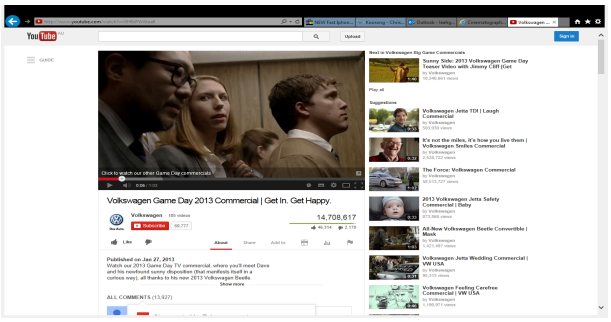
a. Extreme Close Up
b. Close Up
c. Mid Shot
d. Full Shot
e. Long Shot
f. Extreme Long Shot
g. All of the above

4. What shot size is this?



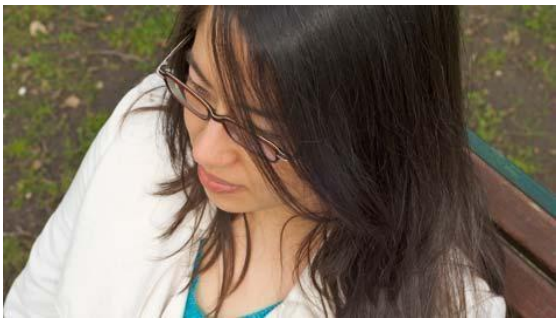
a. Extreme Close Up
b. Close Up
c. Mid Shot
d. Full Shot
e. Long Shot
f. Extreme Long Shot
g. All of the above

5. What shot angle is this?



a. Overshot
b. Undershot
c. High Angle
d. Eye level
e. Low Angle

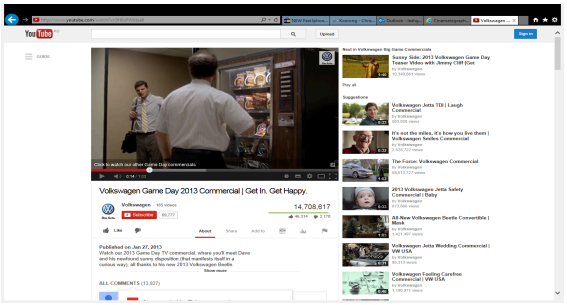
6. What shot angle is this?



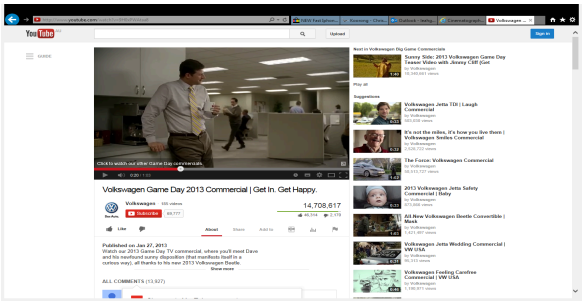
a. Overshot
b. Undershot
c. High Angle
d. Eye level
e. Low Angle

7. What camera technique is this?

8. What camera technique is this?



a. Rule of Thirds
b. Look room
c. Head room
d. Two Shot
e. Over the shoulder shot



a. Rule of Thirds
b. Look room
c. Head room
d. All of the above are shown