MEDIA STUDIES
Teacher in Charge: Colin McKenzie

Year 9 - 10 MEDIA STUDIES - Elective Subject - One Semester

The media are among the most powerful cultural influences in society today. The media inform, educate, entertain, and offer an interpretation of the world.

Through investigating issues involving the media and their effect on society, and exploring, on a practical level, aspects of the media industry, students will be better equipped to cope with social and technological change.

In this course students will participate in examining and producing media materials. By working in a team to produce media materials, students will develop the skills of cooperation, collaboration, problem-solving, and communication.

Students will have the opportunity to plan, direct, record, and edit their work after studying the way in which media is used to communicate ideas and information in our society. Students will create a range of media products such as films, podcasts, billboards and other media forms.

Stage 1 MEDIA STUDIES— One or Two Semesters (10 or 20 Credits)

Students who have successfully completed the Year 9/10 Media Studies elective can apply to take the Stage 1 course in either Year 10 or Year 11. Students who have not studied the Year 9/10 Media Studies elective but wish to take the Stage 1 course in either Year 10 or Year 11 must complete both semesters.

Students of Media Studies can gain an understanding of how ideas are communicated and how audiences and individuals interpret, interact with, and respond to media. Students will gain knowledge, technical skills, and a critical understanding of media texts, products, and industries. For the purpose of Stage 1 and 2 Media Studies, a media text is any form of expression that is communicated by audio-electronic, visual, digital and/or print means. Students of Media Studies will develop media literacy and production skills by critically observing media practice, critically analysing media texts, and creating media products.

Stage 1 Media Studies is a 1-unit (10 Point) semester program. Students can elect to study this subject in one or both semesters. There will be two focus topics studied each semester from a list that includes - Careers in the Media, Representations in Media, Advertising, and Media Audiences.

Assessment consists of 3 components:

Assessment Type 1: Folio
Assessment Type 2: Interaction Study
Assessment Type 3: Product.
Stage 2 Media Studies – Full Year (20 Credits)

This Year 12 course is open to Year 11 students if they have successfully completed a semester of the Stage 1 course while in Year 10.

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The course consists of three main topics:
Advertising and Audiences (Term 1)
Music and the Media (Term 2)
Short Film (Term 3)

Each topic is explored for one term, and a number of assessment tasks spring out of this exploration.

Assessment Component One – Folio (30%) Comprising:

Media Exploration Brand Analysis (T1)
Media Interaction Film Soundtracks (T2)
Media Exploration Short Film Analysis (T3)

Assessment Component Two – Production (40%) Comprising:

Advertising Campaign (T1)
Short Film/Website (T3)

Assessment Component Three – Investigation (30%)
Externally Assessed  T2

More information and course material can be found at:
www.st2media.wikispaces.com