

Assessment Outline
Media Production and Analysis – ATAR Year 11
Unit 1 Popular Culture

Assessment Components	Assessment Type (From Syllabus)	Assessment type weighting (from syllabus)	Assessment task weighting	Start and Submission Date	Assessment task
Practical	Production	50%	40%	Term 1 Weeks 2- 9	Task 1: Production of a music video Group task to demonstrate ability to apply practical techniques in the production of a music video from a selected song. Assessed both on individual performance and an overall score as a group
			10%	Term 2 Weeks 1-3	Task 4: Production of Advertising Poster. Individual assessment of practical application of techniques required to produce a marketing poster.
Written	Response	30%	20%	Term 1 Weeks 2-6	Task 2: Response to music video work in the context of Media language and Representation – Essay based on (Dreamworlds Documentary). <i>Desire, sex and power have become a common theme in music videos today. Consider how these narratives shape individual and cultural attitudes about sexuality and the roles of men and women through representation.</i>
			5%	Term 2 Weeks 1-3	Task 3 : Response to music video work in the context of Audience – Advertising Poster Reflection; <i>How has your poster communicated your desired</i>

Assessment Outline
Media Production and Analysis – ATAR Year 11
Unit 1 Popular Culture

					<i>message? What strategies and elements of design have you implemented to create an eye catching poster that will result in album sales?</i>
Written	Response	30%	5%	Term 2 Weeks 4-5	Task 5: Response to music video media work in the context of Production In class essay. <i>What factors effect the production of music videos, explain why and support with examples</i>
	Written Examination	20%	20%	Term 2 Week 7	Task 6 : Exam 120 minute written examination <i>Four short answer questions and one extended answer questions in relation to music videos we have studied during the unit that reflect understanding of interpretation of media language, audience, representation and production in relation to the hip hop genre and it's sexualisation and male dominance portrayed in its music videos.</i> <i>(Reflecting the structure of the examination requirements as outlined in the ATAR Year 12 examination design brief)</i>
	Total	100%	100%		