



YEAR 11 MEDIA ARTS

Popular Culture - Music Video

Lesson Objectives and Goals

- Learn a little about Mrs James and each other
- Know how to access information on Mrs James Website
- Understand the Unit Learning Outcomes
- Be familiar with the course and assessments
- Begin to think about the concept of Popular Culture Representation in Music Video



Florida Beach Dawesville

Something About Mrs James



Class Expectations

- **Respect**

- Towards each other by listening, giving constructive comments and feedback.
- Towards Mrs James, who wants your learning journey to be fun, motivating and successful

- **Prepared to Work**

- You should arrive to class on time with the required items such as portfolio, writing equipment, personal learning device (Laptop or iPad) and USB

Class Expectations

- **Homework**

- If we achieve the goals we set at the beginning of the lesson there will be no homework. If not you may need to complete unfinished tasks at home.

- **Blog**

- I expect you to contribute to the blog once a week, using respect and maturity in your posts

- **Assignments**

- Time will be allocated during class to work on the assessment tasks but it is expected that you will need to work on them at home in order to complete them at my expected high standard

Introduction to the Course

- **Unit 1 Popular Culture Description**

“This focus involves identifying what is meant by ‘popular’ culture and considering the types of media, ideas and audiences from which popular culture evolves. Students analyse, view, listen to and interact with a range of popular media, develop their own ideas, learn production skills and apply their understanding and skills in creating their own productions”.

(WACE Syllabus 2015)

A copy of the syllabus is available on the website

<http://mediawithmrsjames.weebly.com/resources-and-examples-yr-11-12.html>

Course Overview

- Course Outline is located on the website

<http://mediawithmrsjames.weebly.com/popular-culture--music-videos.html>

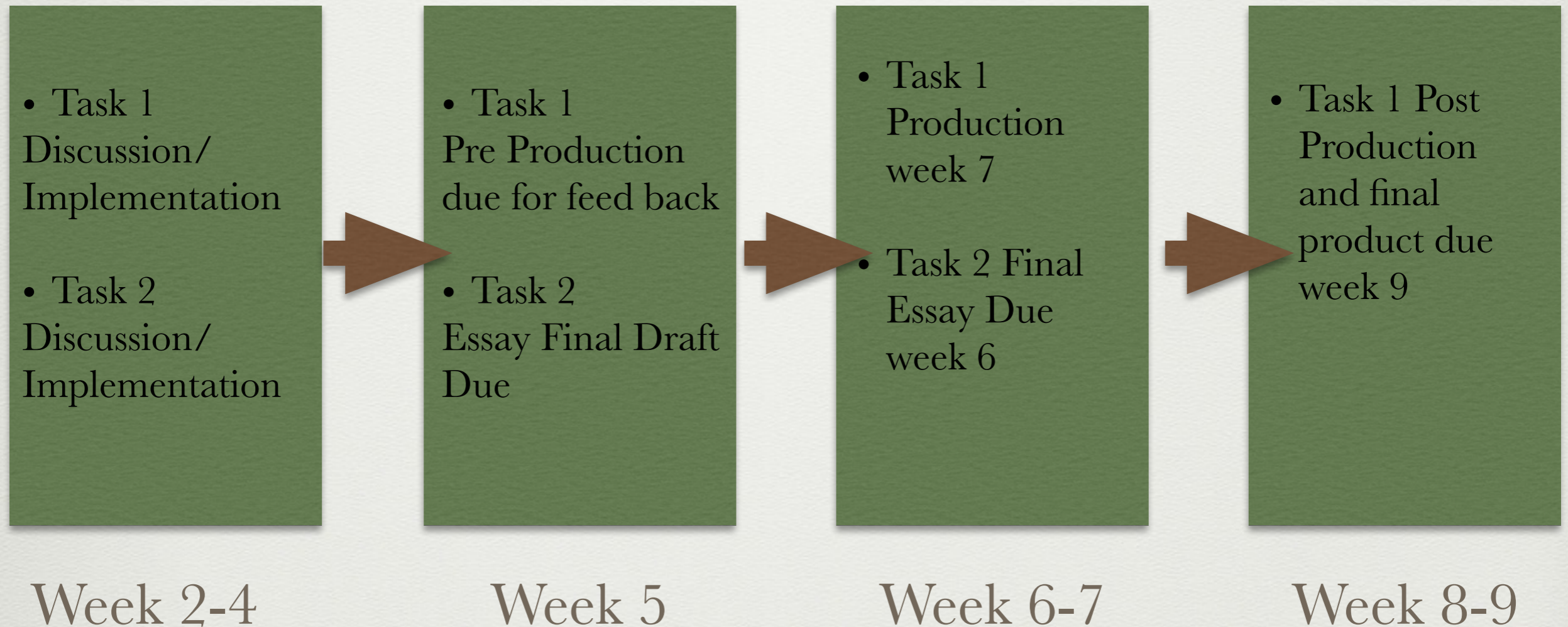
- Assessment Tasks

- Task 1 – Production of a Music Video
- Task 2 – Essay response to media language and representation of music videos
- Task 3 – Advertising Poster Reflection Essay in response to the audience
- Task 4 – Production of Advertising Poster
- Task 5 – In Class Essay in response to the production of music video
- Task 6 – Written Exam

<http://mediawithmrsjames.weebly.com/assessments-year-11-and-12.html>

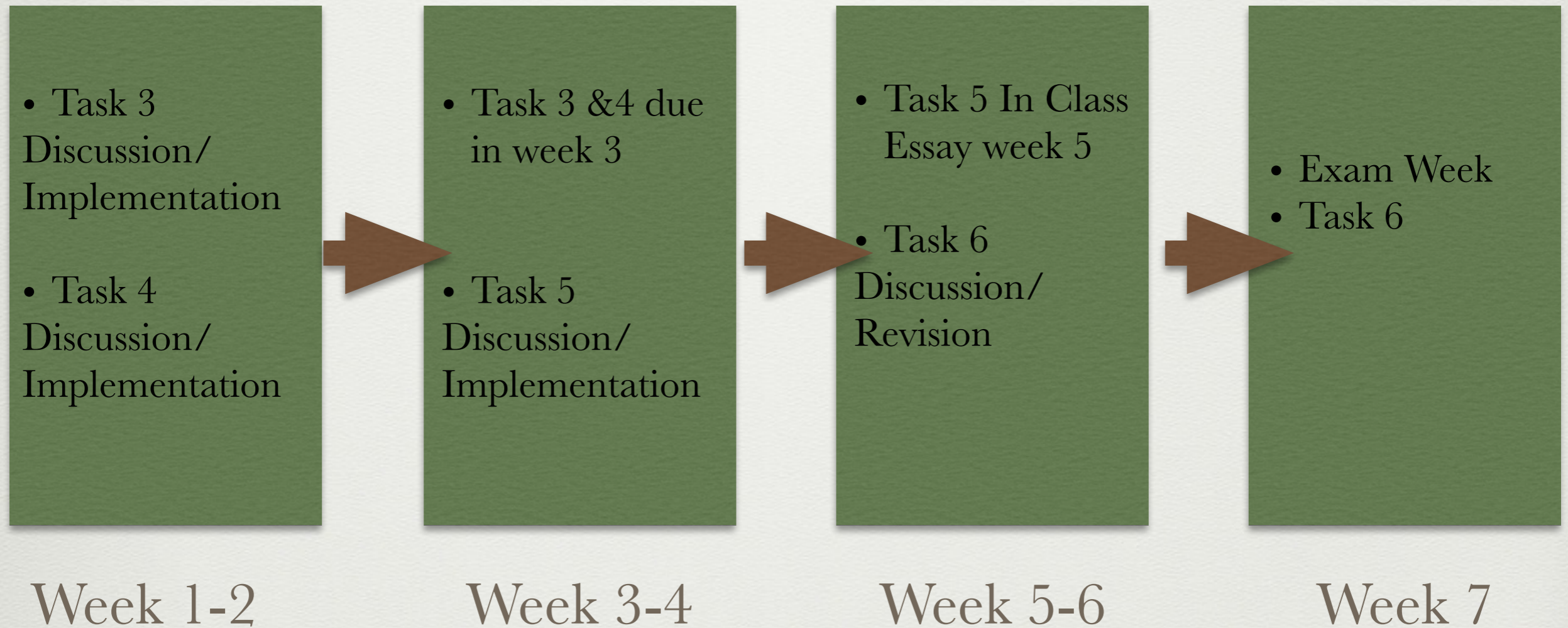
Time Line

Overview of task due dates and flow of the course for Term One



Time Line

Overview of task due dates and flow of the course for Term Two



Weeks 8 to 10

- Parent Night Week 8
 - Parents will be invited to attend a viewing of the music videos and poster display
 - Students will be required to give a short introduction to their video.
- Week 9 and 10 Introduction to Unit Two
Journalism



- 1. What do you like about music videos?**
- 2. What is the purpose of music videos?**
- 3. What elements of music video interest you?**
- 4. How is popular culture defined in music video?**
- 5. Consider the subtext in music video**