

MEDIA STUDIES

Elective subject



Head of Department: Scott Barnard

Course Outline

Media Studies involves constructing meaning, considering specific audiences and specific purposes, by manipulating media languages and technologies to shape representations. For example:

- re-editing scenes to heighten the audience's emotions
- fulfilling the responsibilities attached to various production roles; surveying friends and family to complete market research to inform the design of a video game
- using cross-media promotion to reach varied audiences with selected media texts to deliver an antismoking message; Indigenous broadcasting services targeting remote Aboriginal and Torres Strait Islander communities

Pathways

Year 10 Arts in Practice

Year 10 Film, Television and New Media

Year 10 Media Arts in Practice

Structure

Areas of study	Core topics
Unit 1: Target Audience	<ul style="list-style-type: none">• Representing culture from different viewpoints
Unit 2: Persuasive Advertising	<ul style="list-style-type: none">• Design, film and edit a video advertisement for a fictitious product

Assessment

The major organisers of this course are:

- knowledge and understanding of concepts, facts and procedures
- creation of arts works (videos) using arts elements, techniques, skills and processes
- presenting of arts works (videos) to display interpretive and technical skills
- responding to arts works (videos) using arts elements and languages
- reflecting on learning

Specialist Equipment Required

Please refer to the Required Resources and Texts located at www.miamishs.eq.edu.au

Additional Costs

Please refer to the Fee Schedule located at www.miamishs.eq.edu.au

Nil unless excursions are arranged.

