MEDIA PRODUCTION 3
COURSE CODE: MED315117

The purpose of the External Assessment Specifications is to provide information about the external assessment. These specifications must be read in conjunction with the Standards published in the Course Document.

The criteria to be externally assessed are: 1, 2, 3, 4, 5, 6 and 7

The format of the external assessment is:
- a 2-hour written examination assessed on Criteria 1, 2, 3
- a folio assessed on Criteria 1, 4, 5, 6, 7

WRITTEN EXAMINATION STRUCTURE

<table>
<thead>
<tr>
<th>Section</th>
<th>A - Journalism</th>
<th>B - Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria</td>
<td>1 and 2</td>
<td>1 and 3</td>
</tr>
</tbody>
</table>
| Element that MAY be assessed (refer to Course Document) | Criterion 1: Elements 1, 2, 3, 4, 5, 6
Criterion 2: all (depending on question selected by candidate) | Criterion 1: Elements 1, 2, 3, 4, 5, 6
Criterion 2: all (depending on question selected by candidate) |
<p>| Course Coverage                  | Unit 1                               | Unit 2                               |
| Number of items                  | 6 essay Questions (Candidate will select ONE) | 6 essay Questions (Candidate will select ONE) |
| Compulsory                       | Candidates will answer ONE question. | Candidates will answer ONE question   |
| Item type(s) format fine – describe response type only | Essay response                      | Essay response                       |
|                                  | Questions may refer to:             | Questions may refer to:              |
|                                  | Role of journalism:                 | Role of advertising:                 |
|                                  | • Code of Ethics                     | • in society                         |
|                                  | • MEAA                               | • target audience                    |
|                                  | • Tabloid media                      | • advertising ethics                 |</p>
<table>
<thead>
<tr>
<th>Section</th>
<th>A - Journalism</th>
<th>B - Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media ownership:</td>
<td>- Bias and equity</td>
<td>- Commercial codes and conventions of advertising</td>
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<tr>
<td></td>
<td>- Audience expectations</td>
<td>- Audience positioning</td>
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<td></td>
<td><strong>its impact on society</strong></td>
<td><strong>Advertising issues:</strong></td>
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<tr>
<td></td>
<td><strong>its influence on media</strong></td>
<td>- Social values</td>
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<td></td>
<td><strong>concentrated Media ownership</strong></td>
<td>- Classification</td>
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<td></td>
<td><strong>Public vs private</strong></td>
<td>- Stereotypes</td>
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<td></td>
<td><strong>News, interviews and current affairs:</strong></td>
<td>- Trends in contemporary advertising</td>
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<td></td>
<td>- Codes and conventions</td>
<td>- Ethics</td>
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<td>- Media Values</td>
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<td></td>
<td>- Encoded media messages</td>
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<tr>
<td></td>
<td>- Tabloid media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Bias and equity</td>
<td></td>
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<td></td>
<td>- News worthiness</td>
<td></td>
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<td></td>
<td>- Public vs private</td>
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<tr>
<td>Traditional vs New media</td>
<td><strong>convergent Media</strong></td>
<td><strong>Technical production analysis:</strong></td>
</tr>
<tr>
<td></td>
<td><strong>reliability of news</strong></td>
<td>- Codes and convention of genre</td>
</tr>
<tr>
<td></td>
<td><strong>access, issues with privacy and accuracy</strong></td>
<td>- Fundamentals of composition/design</td>
</tr>
<tr>
<td>Technical production analysis:</td>
<td><strong>production differences between tabloid/non-tabloid</strong></td>
<td>- Pre-production/production and post production</td>
</tr>
<tr>
<td></td>
<td><strong>production differences between public/private</strong></td>
<td>processes involved in developing an advertisement</td>
</tr>
<tr>
<td></td>
<td>**Pre-production/production and post production processes involved in</td>
<td></td>
</tr>
<tr>
<td></td>
<td>developing journalistic piece</td>
<td></td>
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</tbody>
</table>

<p>| Suggested time allocation | 60 minutes | 60 minutes |</p>
<table>
<thead>
<tr>
<th>Section</th>
<th>A - Journalism</th>
<th>B - Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating allocation (either Rating or Mark Allocation – weighting must be specified)</td>
<td>All criteria are assessed using extended ratings of A+, A, A-, B+, B, ... C+, C, C- ... t+, t, t- or z. Please note a C- is a low C (i.e. just meets the standards for a C but is not a t) Algorithm to achieve final rating from Sections A – C will take account of the fact that each section carries equal weight.</td>
<td>All criteria are assessed using extended ratings of A+, A, A-, ... B+, B, B- ... C+, C, C- ... t+, t, t- or z. Please note a C- is a low C (i.e. just meets the standards for a C but is not a t) Algorithm to achieve final rating from Sections A – C will take account of the fact that each section carries equal weight.</td>
</tr>
</tbody>
</table>

**FOLIO STRUCTURE**

<table>
<thead>
<tr>
<th>Section</th>
<th>A - Genre Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria</td>
<td>1,4,5,6,7</td>
</tr>
<tr>
<td>Element that MAY be assessed (refer to Course Document)</td>
<td>Criterion 1: Elements 1, 4, 5, 6, 8, 9 Criterion 2: Elements 1, 2, 3, 4, 5, 6, 7, 8, 9 Criterion 3: Elements 1, 2, 3, 4, 5, 6, 7, 8</td>
</tr>
<tr>
<td>Course Coverage</td>
<td>Units 1, 2, 3 and 4</td>
</tr>
<tr>
<td>Number of items</td>
<td>One Major Product (Narrative Unit) and provided pro-forma (700-1000 words) and support documentation Two Minor Products (one from Journalism unit and one from Advertising unit) and provided pro-forma x 2 (one for Journalism minor and one for Advertising minor) – 300 – 500 words each</td>
</tr>
<tr>
<td>Compulsory</td>
<td>All: One Major (Narrative unit) Two Minor Pieces (one from Journalism unit and one from Advertising unit) Provided Pro-forma documentation and support documentation as per folio guidelines.</td>
</tr>
<tr>
<td>Item type(s)</td>
<td>Unit 1 – Journalism</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Analytical response completed in the provided</td>
<td>Analytical response completed in the provided pro-forma found at:</td>
</tr>
<tr>
<td>Suggested time allocation</td>
<td>N/A</td>
</tr>
<tr>
<td>Rating allocation (either Rating or Mark Allocation – weighting must be specified)</td>
<td>All criteria are assessed using extended ratings of A+, A, A-, … B+, B, B- …, C+, C, C- … t+, t, t- or z. Please note a C- is a low C (i.e. just meets the standards for a C but is not a t) Algorithm to achieve final rating from Sections A – C will take account of the fact that each section carries equal weight.</td>
</tr>
</tbody>
</table>

A marking tool aligned with the standards in the Course Document will be provided for this examination and will be published on the TASC website prior to the commencement of the examinations for that year.

Only the authorised marking tool issued by TASC through their website is to be used in the final external assessment marking.

If there is no marking tool available (i.e. the subject requires a set of solutions) these will be provided to markers at the marking meeting and made publically available and published with the assessment report early in the following year.
EXTERNALLY ASSESSED CRITERIA

The following criteria and their standards are assessed as follows.

Criterion 1: *communicate media ideas and information
Elements 1, 2, 3, 4, 5, 6

Criterion 2: *analyse journalism and its role in society
All standard elements

Criterion 3: *analyse advertising and its role in society
All standard elements

Criterion 4: *implement appropriate design and production processes
Elements 1, 3, 4, 6, 7, 8, 9

Criterion 5: *use techniques, technologies and skills relevant to media production
Elements 1, 2, 3, 4, 5, 6

Criterion 6: *apply narrative structures in media products
Elements 1, 2, 3, 4, 5, 6, 7, 8, 9

Criterion 7: *create finished media products
Elements 1, 2, 3, 4, 5, 6, 7, 8

The external assessment must include items that, separately or together, give opportunities to demonstrate the standards from rating C to rating A. Final results will be awarded as a rating of A, B, C, t or z in the above criteria. These ratings are used in determining the final award according to the algorithm in the course document.
WRITTEN EXAMINATION CHECKLIST

PART I

SECTION A:

☐ assesses examinable aspects of Criterion 1 and 2
☐ provides opportunities to demonstrate standards from rating C to rating A
  - provides a list of all elements from C to A that have been included
  - provides a list of all elements from C to A that have not been included in this assessment
☐ list evidence of course content which applies to set questions
☐ requires an analytical essay response
☐ comprises six questions/statements (at least 2 non specialisation specific).

SECTION B:

☐ assesses examinable aspects of Criterion 1 and 3
☐ provides opportunities to demonstrate standards from rating C to rating A
  - provides a list of all elements from C to A that have been included
  provides a list of all elements from C to A that have not been included in this assessment
☐ list evidence of course content which applies to set questions
☐ requires an analytical essay response
☐ comprises six questions/statements (at least 2 non specialisation specific).
MEDIA PRODUCTION

COURSE CODE: MED315117

These guidelines provide students, teachers and markers with details about what students have to do for the folio that forms part of the external assessment for this subject.

This document does not repeat essential information found in other documents and must be read in the context of:

- THE COURSE DOCUMENT
  (https://www.tasc.tas.gov.au/students/courses/the-arts/med315117/)

- THE TASC GUIDE TO AUTHENTICITY AND ACADEMIC INTEGRITY

- THE TASC DOCUMENT HOW TO SUBMIT YOUR FOLIO
  (https://www.tasc.tas.gov.au/students/years-1-1-and-12/preparing-for-exams/folio-assessment/)

The course Assessment Report located at (https://www.tasc.tas.gov.au/students/courses/the-arts/med315117/) addresses issues, strengths and weaknesses about the assessment of the previous year’s folios and should be read in conjunction with the guideline.

The final folio must be submitted by the student to their teacher for external assessment. Due dates for folio submission are available from the TASC website.

The teacher cannot extend this published final “due to teacher date” however they may set an earlier deadline for the purpose of internal assessment.

THE FOLIO OF WORK WILL BE ASSESSED AGAINST:

Criterion 1: Communicate media ideas and information
Criterion 4: Implement appropriate design and production processes
Criterion 5: Use techniques, technologies and skills relevant to media production
Criterion 6: Apply narrative structures in media
Criterion 7: Create finished media products
FOLIO OF WORK

You must submit a folio containing a selection of your work produced during the course, including a major production or piece of work.

Your folio will reflect one of the following areas of specialisation:

- Radio;
- Screen/Television; or
- Print.

The folio will be assessed externally by TASC to determine ratings on the course assessment criteria 1, 2, 4, 5, 6 and 7. If a folio is not submitted a student can achieve no more than a Preliminary Achievement (PA) in this course.

Candidates MUST NOT call on ‘professional/industry’ personnel to create their products e.g. professional cinematographers.

Candidates must have access to industry standard equipment (See Appendix I).

ADVICE TO STUDENTS

Your folio of work must include the following items.

1. Selected work in your chosen specialisation (radio OR screen/TV OR print)
2. Support documentation.

SELECTED WORK IN YOUR CHOSEN SPECIALISATION (RADIO, SCREEN/TELEVISION, PRINT)

AREA OF SPECIALISATION – RADIO

A USB* containing THREE products

(i) UNIT ONE (Journalism): Minor Production - of a minimum of 1.00 minute in length and no longer than 2.00 minutes. The minor product must contain original material constituting 95% of the production. Sample minor productions include but are not limited to:

- News story
- Short Documentary
- News Bulletin

(ii) UNIT TWO (Advertising): Minor Production - of a minimum of 30 seconds in length and no longer than 1.00 minute. The minor product must contain original material constituting 95% of the production. The advertisement should be for a genuine existing product, organisation or public service campaign. Sample minor productions include but are not limited to:

- 30 or 60 second radio commercial
- Radio promo of no longer than 60 seconds
- Radio sweepers of no longer than 60 seconds.
- Public Service Announcements of no longer than 60 seconds

(iii) UNIT THREE (Narrative): Major Production - of a minimum of 4.30 minutes in length and no longer than 7 minutes. A Major Production can be either a documentary or drama. Your major production must use multi-tracking including studio voice recording, sound effects, music bed, location voice or sound recording. The major production must consist of original material as 90% of the production. A recorded classification ID must be included at the beginning of the product if the content is of a violent or offensive nature. This does not count towards the 4.30 minute minimum length.

You must be the producer, director, audio engineer, technical editor and writer/adaptor.

All members of the production crew must be current Media Production students.
*Your USB must be “digitally named” with your TASC ID and year of study. The products contained on your USB must be clearly labelled as such:

- Major Production name of product e.g. Major Production Documentary or
- Minor_Production_name_of_product e.g. Minor_Production_Commercial or
- Minor_Production_name_of_product e.g. Minor_Production_News_Speciality

** Your product must be exported as.wav using the following settings: 44.1kHz/16bit

**A R E A O F S P E C I A L I S A T I O N – S C R E E N

A USB* containing THREE products**:

(i) UNIT ONE (Journalism): Minor Production – of a minimum of 1.00 minute in length and no longer than 2.00 minutes. The minor product must contain original material constituting 95% of the production. Sample minor productions include but are not limited to:

- News story
- Short Documentary
- Studio/location Interview
- Profile

(ii) UNIT TWO (Advertising): Minor Production - of a minimum of 30 seconds in length and no longer than 1.00 minute. The minor product must contain original material constituting 95% of the production. The advertisement should be for a genuine existing product, organisation or public service campaign. Sample minor productions include but are not limited to:

- 30 or 60 second TV commercial
- Online promo of no longer than 60 seconds
- Public Service Announcement of no longer than 60 seconds

(iii) UNIT THREE (Narrative): Major Production of either:

- a documentary OR drama of a minimum of 4.30 minutes in length without credits and no longer than 7 minutes with credits. The narrative should be original, or an original adaptation*** of an existing narrative. The major production must consist of original footage shot as 90% of the production. A five second classification clapper must be included at the beginning if the content is of a violent or offensive nature. This does not count towards the 4.30 minute minimum length.

Or:

- an animation of a minimum of 3:00 minutes in length without credits and no longer than 5:30 minutes. The animation must all be the student’s original work and utilise a camera for the images. A five second classification clapper must be included at the beginning if the content is of a violent or offensive nature. This does not count towards the 3.00 minute minimum length.

You must be the producer, director, cinematographer, editor (technical) and writer/adaptor. The cinematographer can be a current Media Production Student.

All members of the production crew must be current Media Production students.

* Your USB must be “digitally named” with your TASC ID and year of study. The products contained on your USB must be clearly labelled as such:

- Major_Production_name_of_product e.g. Major_Production_Documentary or
- Minor_Production_name_of_product e.g. Minor_Production_Commercial or
- Minor_Production_name_of_product e.g. Minor_Production_News_Speciality

** Your product must be exported as a .mp4 or .mov using the following settings: H264 codec/1080p

*** Adaptation: is the adapting of a literary source to another medium. It is a form of derivative work. Adaptation is a form of criticism and recreation as well as translation.

A R E A O F S P E C I A L I S A T I O N – P R I N T / D I G I T A L M E D I A
A printed hard copy* of THREE products on 100-160gsm paper and presented into some type of protective casing:

(i) UNIT ONE (Journalism): Minor Production that must be presented as a finished product e.g. a page from a magazine or newspaper—of no more than one page. The minor product must contain original material constituting 95% of the production. Sample minor productions include but are not limited to:
   - a one page news story
   - a one page interview
   - a one page profile

(ii) UNIT TWO (Advertising): Minor - of no more than one page. The minor product must contain original material constituting 95% of the production. The advertisement should be for a genuine existing product, organisation or public service campaign. Sample minor productions include but are not limited to:
   - a one page advertisement
   - a one page promotional poster

(iii) UNIT THREE (Narrative): Major Production ** that must be presented as a finished product e.g. a magazine or tabloid newspaper in booklet form. The total publication must have a balance in content, between the written and photographic components and contain original material constituting 90% of the production. The minor products from UNITS ONE and TWO cannot be included as a part of the major product. Sample major productions include but are not limited to:
   - 4 page A3 spread (e.g. tabloid)
   - 12 page A4 spread (e.g. magazine)
   - 16 page A5 spread (e.g. booklet)

You must be the producer, editor (technical) and writer of the work presented. You may use a crew for the photography; however all members of the photography shoot crew must be current Media production students.

* Teachers must keep digital back-up copies of all student productions.

** SUPPORT DOCUMENTATION **

Your folio must be presented with the following documentation:

1. A word-processed pro-forma for each production. The pro-formas are available on the TASC website. The word count for these documents are:
   - Major Production: between 700 - 1000
   - Minor Production: between 300 – 500

2. Support documentation for the Major Production*. Support documentation should reflect the developmental processes that led to the creation of the production. The organisation of the documentation is determined by you in consultation with your teacher. This documentation should be word processed; however, handwritten/drawn items should be scanned and printed before being included.
   Such documentation includes but is not excluded to:
   - production manual
   - visual diary
   - journal
   - production notebook
   - production design plan

This documentation should include a variety of pre-production, production and post production documents such as:
   - scripts/voice over script/documentary questions
   - shot lists/storyboards
• equipment lists
• schedules/call sheets/time sheets
• screen captures/contacts/proof sheets
• risk assessment/location scouting sheets
• copyright material clearance/references/call sheets

*In consultation with your teacher, you should aim for quality of support material as opposed to quantity.

Presentation
You must ensure that:

• all your work is clearly labelled with the subject name, year, and your TASC ID
• you complete the appropriate forms as referred to in these guidelines
• your support documentation are clearly labelled
• you submit your printed work in a document tube or A3/A2 portfolio case so that there is no possibility of damage during transport.

INFORMATION FOR TEACHERS
It is intended that students become accustomed to working autonomously and collaboratively and be secure in the knowledge that the teacher is available for advice. Teachers must keep digital back-up copies of all student productions.

INSTRUCTIONS TO MARKERS
The folio of work will be assessed against:
Criterion 1: Communicate media ideas and information
Criterion 4: Implement appropriate design and production processes
Criterion 5: Use techniques, technologies and skills relevant to media production
Criterion 6: Apply narrative structures in media
Criterion 7: Create finished media products

PENALTIES
Markers will be told to reassess work that exceeds the time limits or word lengths specified.
No credit will be given for missing pieces. A reduction to the overall ratings will be adjusted accordingly.
APPENDIX I
EQUIPMENT REQUIREMENTS

To be able to complete MED315117 Media Production students must have (as a minimum) access to the following items of equipment.

SCREEN (FILM/TV/ONLINE CONTENT):
- digital HD video cameras and associated equipment
- editing suite/post production suite (for example AVID, Premiere Pro, Final Cut Pro, Protools, Audacity etc.)
- studio and location audio recording equipment
- studio and location lighting equipment
- graphic software (e.g. Photoshop, After Effects)
- access to appropriate studio space (preferably soundproof, blackout capacity).

RADIO
- audio mixing console / DAW studio
- telephone interface unit
- microphones and associated equipment
- digital recording devices (studio and location equipment)
- access to appropriate soundproof recording space.

PRINT AND DIGITAL MEDIA
- desktop publishing lab*(including software such as Photoshop, InDesign, Illustrator)
- digital camera and associated equipment
- laser printing
- scanning equipment.

* products produced in Microsoft WORD will be not be assessed by the marking panel.