

# Film, Television & New Media 2019 v1.2

Unit 2 sample assessment instrument

September 2018

## Examination — extended response

This sample has been compiled by the QCAA to assist and support teachers in planning and developing assessment instruments for individual school settings.

### Assessment objectives

This assessment instrument is used to determine student achievement in the following objectives:

1. explain the contexts of production and use
4. apply written literacy skills using relevant technology and language conventions to communicate meaning
5. analyse the characteristics of moving-image media key concepts in stimulus
8. appraise the impact of key concepts and artistic practices in the communication of meaning.

**Note:** Objectives 2, 3, 6, 7 and 9 are not assessed in this instrument.

<b>Subject</b>	Film, Television & New Media		
<b>Technique</b>	Examination — extended response		
<b>Unit</b>	2: Story forms		
<b>Topic</b>	—		
<b>Conditions</b>			
<b>Time</b>	2 hours	<b>Perusal</b>	20 minutes
<b>Word length</b>	800–1000 words	<b>Seen/unseen</b>	Unseen
<b>Other</b>	<ul style="list-style-type: none"> <li>• Select from unseen stimulus options</li> <li>• Contextual information provided to support understanding of the stimulus</li> </ul>		
<b>Instructions</b>			
<ul style="list-style-type: none"> <li>• View the stimulus <i>I know just the place — Queensland, Australia</i> and read the supporting contextual information.</li> <li>• Attempt <b>one</b> question from the choices below in response to the video.</li> <li>• Justify your viewpoints with explanation, analysis and appraisal of the stimulus.</li> </ul>			
<b>Task</b>			
<p><b>Question 1 — Representations</b> How have people, places, events, ideas and emotions been represented in the stimulus to achieve purpose and communicate meaning?</p> <p>or</p> <p><b>Question 2 — Audiences</b> How has the moving-image media artist manipulated media in the stimulus to target an intended audience and create interest?</p> <p>or</p> <p><b>Question 3 — Languages</b> How have technical and symbolic codes been used in the stimulus to communicate the intended meaning?</p>			
<b>Stimulus</b>			
See below			
<b>Feedback</b>			

## Stimulus

In 2016, Tourism and Events Queensland (TEQ) commissioned an advertising agency to create a new brand platform aimed at increasing interstate and international visitors.

The campaign featured a range of experiences, world-class attractions and the locals who run them. Previous advertising campaigns tended to promote more iconic beaches and coral reefs and represented Queensland as a destination for young adults. In contrast, the latest advertisement presents a montage of a young couple in little known places recommended by local characters.



*I know just the place* — Queensland, Australia, [www.youtube.com/watch?v=9bLv5KEdF1I](http://www.youtube.com/watch?v=9bLv5KEdF1I)

## Contextual information

### JOINT STATEMENT

Premier and Minister for the Arts

The Honourable Annastacia Palaszczuk

Minister for Education and Minister for Tourism and Major Events

The Honourable Kate Jones

Sunday, November 27, 2016

### 'I know just the place' campaign to advance Queensland tourism

A new multimillion tourism campaign is set to inspire even more global travellers to visit Queensland than ever before.

Premier Annastacia Palaszczuk said 22.5 million people visited Queensland last year and spent \$20 billion while they were here but more could be done to boost the state's tourism industry.

"We want to build on those numbers so even more people come to Queensland and even more Queensland businesses benefit," Ms Palaszczuk said.

"Tourism already supports 220,000 jobs in Queensland and an extra 20,000 jobs will be needed by 2020.

"This campaign is about making sure we get as many people visiting Queensland as we can."

Ms Palaszczuk said the campaign focussed on Queensland's unique attractions.

"International tourists already know about the Great Barrier Reef and our magnificent beaches but Queensland is full of opportunities to do things you can't do anywhere else," she said.

"There's not many places you can dive with turtles, walk through underground lava tubes or be right there with kangaroos on a beach at dawn but Queensland is just place.

"This campaign is showcasing world class attractions with the locals who run them.

“We want Queensland to be Australia’s number one destination and this campaign is about inspiring consumers to come and experience what’s on offer.”

“We know tourism is a vital industry supporting 220,000 jobs – and this campaign will be a catalyst to inspire even more visitors and support further jobs growth.”

Tourism Minister Jones said the campaign was developed following extensive consumer research which showed today’s travellers were looking for new and authentic experiences.

“This approach plays to our strengths, focusing on our natural assets and unforgettable experiences, as told by Queenslanders themselves,” Ms Jones said.

“Only the locals know where to best enjoy these experiences and through this campaign they will share that knowledge with the world.”

“We also want Queenslanders to share their favourite experiences with TEQ by visiting [queensland.com](http://queensland.com) (external site).”

Tourism and Events Queensland Chair Bob East said the campaign was designed to cut through to consumers in a highly competitive global market.

“Through our market research it became quite clear that we need to elevate Queensland and showcase the range of unique experiences – whether that’s our lifestyle, adventure and discovery, events, natural encounters or reef, islands and beaches.

“We need to forge an emotional connection, drive engagement and aspiration through a re-energised brand which translates across audiences and converts to bookings.

“This approach is accompanied by a new brand insignia which will feature on all consumer activity. This reimaged logo has been designed to capture Queensland’s unique spirit.”

The 2017 *It’s Live! in Queensland* major events calendar was also unveiled today.

Ms Jones said Queensland’s events calendar was a significant asset growing in value.

“As part of TEQ’s strategic investment approach we have secured 22 new major events while maintaining our investment in a further 26 key events,” Ms Jones said.

“The calendar is growing in value from \$380 million last year to an expected \$600 million next year – and that’s good news for tourism and the jobs our industry supports.”

Phase one of the campaign will launch across domestic television, video, digital, social media content, print, and high impact outdoor from today.

It will be rolled out into key international markets in Asia, Europe, UK and the US from early next year.

The creative includes a music track performed by Sunshine Coast musician Sahara Beck and is backed by the Queensland Symphony Orchestra.

The first phase of the campaign features locals and incorporates vision from more than 25 locations across the state.

Source: *Queensland Government*, ‘The Queensland Cabinet and Ministerial Directory’, <http://statements.qld.gov.au/Statement/2016/11/27/i-know-just-the-place-campaign-to-advance-queensland-tourism>

Accessed: 25 September 2018