

# Film, Television & New Media 2019 v1.2

IA1: Sample assessment instrument

## Case study investigation (15%)

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

**Student name**

**Student number**

**Teacher**

**Issued**

**Due date**

## Marking summary

Criterion	Marks allocated	Provisional marks
Explaining contexts of production	3	
Applying relevant terminology, referencing and written language conventions	4	
Analysing features	4	
Appraising the impact of an investigated case	4	
<b>Overall</b>	<b>15</b>	

# Conditions

<b>Technique</b>	Case study investigation
<b>Unit</b>	Unit 3: Participation
<b>Topic/s</b>	Area of study: Technologies Area of study: Audiences Area of study: Institutions
<b>Duration</b>	—
<b>Mode/length</b>	Case Study Investigation <ul style="list-style-type: none"><li>• Written: 1000–1500 words</li></ul>
<b>Individual/group</b>	Individual
<b>Other</b>	In-text referencing and bibliography required Submission: pdf file
<b>Resources</b>	Internet access

## Context

*Screen Education* is an Australian magazine published by the Australian Teachers of Media for teachers and students of media. The magazine will publish a special issue about how audiences participate in and interact with multi-platform television. Multi-platform television products encourage audiences to use a range of technologies in real time and across platforms to interact with and share a television experience with content producers and other audience members.

## Task

You will conduct a case study investigation for this edition of *Screen Education* and present findings in a written report format. You must identify a multi-platform 'case' (classification MA15+ or lower), research the phenomenon of multi-platform television and determine how institutional and technological characteristics enable audience participation. You must then appraise the impact of your case on audiences who participate.

To complete this task, you must:

- **explain** contexts of production of a specific moving-image media case
- **apply** relevant terminology, referencing and written language conventions
- **analyse** the interactive features of traditional and emerging moving-image media platforms or formats that provide opportunities for audience interaction
- **appraise** the impact of audiences participating in an investigated new and traditional moving-image media case.

## Checkpoints

- 3 hours: Decide on a case for investigation
- 9 hours: Draft
- 12 hours: Final submission

## Authentication strategies

- The teacher will provide class time for task completion.
- Students will use plagiarism-detection software at submission of the response.
- Students must acknowledge all sources.
- Students must submit a declaration of authenticity.

# Scaffolding

- Consider the concept of multi-platform television when selecting a multi-platform television 'case'.
- Consider the kinds of primary and secondary research data you may use, such as
  - ratings
  - reviews
  - audience interviews.
- Consider the contexts of production and use of your chosen case.
- Consider the features used by the audience while participating in your specific case in terms of the nature and purpose of that experience and the features that encourage sustained engagement.
- Consider the nature of the impact of the multi-platform case on participating audiences.
- Present the findings of your investigation in a written report in which you use primary and secondary research data to explain, analyse and appraise the impact of an audience participating in your chosen case using relevant terminology, referencing and written language conventions.

# Instrument-specific marking guide (IA1): Case study investigation (15%)

## Criterion: Explaining contexts of production

### Assessment objective

1. explain contexts of production of a specific moving-image media case

The student work has the following characteristics:	Marks
<ul style="list-style-type: none"><li>• explanation of the significance of the contexts of production on technologies, audiences and institutions</li></ul>	3
<ul style="list-style-type: none"><li>• explanation of contexts of production of a specific moving-image media case</li></ul>	2
<ul style="list-style-type: none"><li>• identification of technologies available to distribute traditional and emerging media platforms to audiences</li></ul>	1
<ul style="list-style-type: none"><li>• does not satisfy any of the descriptors above.</li></ul>	0

## Criterion: Applying relevant terminology, referencing and written language conventions

### Assessment objective

4. apply relevant terminology, referencing and written language conventions

The student work has the following characteristics:	Marks
<ul style="list-style-type: none"><li>• application of literacy skills is enhanced by supported judgments, articulated ideas and controlled structure to enhance communication of meaning</li></ul>	4
<ul style="list-style-type: none"><li>• application of literacy skills through sequenced and connected ideas to express meaning</li></ul>	3
<ul style="list-style-type: none"><li>• application of relevant terminology, referencing and written language conventions</li></ul>	2
<ul style="list-style-type: none"><li>• use of basic vocabulary</li></ul>	1
<ul style="list-style-type: none"><li>• does not satisfy any of the descriptors above.</li></ul>	0

## Criterion: Analysing features

### Assessment objective

5. analyse the interactive features of traditional and emerging moving-image media platforms or formats which provide opportunities for audience interaction

The student work has the following characteristics:	Marks
<ul style="list-style-type: none"><li>analysis of the interactive features of traditional and emerging moving-image media platforms which sustain audience engagement and participation</li></ul>	3–4
<ul style="list-style-type: none"><li>analysis of the interactive features of traditional and emerging moving-image media platforms or formats which provide opportunities for audience interaction</li></ul>	2
<ul style="list-style-type: none"><li>identification of features of traditional and emerging moving-image media platforms</li></ul>	1
<ul style="list-style-type: none"><li>does not satisfy any of the descriptors above.</li></ul>	0

## Criterion: Appraising the impact of an investigated case

### Assessment objective

8. appraise the impact of audiences participating in an investigated new and traditional moving-image media case

The student work has the following characteristics:	Marks
<ul style="list-style-type: none"><li>appraisal of factors that may have influenced the impact of audiences participating in an investigated new and traditional moving-image media case</li></ul>	3–4
<ul style="list-style-type: none"><li>appraisal of the impact of audiences participating in an investigated new and traditional moving-image media case</li></ul>	2
<ul style="list-style-type: none"><li>identification of contexts of use of new and traditional moving-image media platforms</li></ul>	1
<ul style="list-style-type: none"><li>does not satisfy any of the descriptors above.</li></ul>	0



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