Media Arts in Practice 2019

Study plan

Section 1: School statement

School:	ueensland Curriculum and Assessment Authority					
Subject code:	6413					
Combined class:	No					
School contact:	SEO					
Phone:	(07) 3864 0375					
Email:	seo@qcaa.qld.edu.au					

Section 2: Course and assessment overview

Media Arts in Practice is a four-unit course of study.

Units 1 and 2 of the course are designed to allow students to begin their engagement with the course content, i.e. the knowledge, understanding and skills of the subject. Course content, learning experiences and assessment increase in complexity across the four units as students develop greater independence as learners.

Units 3 and 4 consolidate student learning.

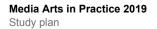
QCAA approval

QCAA officer:		Date:



Unit	Module number and description	Time in hours	Electives	Core concepts and ideas	Assess no.	Assessment technique, description and conditions	Dimensions
1	Module 1: Promotional design This module focuses on developing the skills to produce a design folio of advertising material promoting an upcoming event within the community, e.g. school musical, multicultural celebration. Students explore techniques and trends in the media arts that can be used to market events. They use a problem-solving approach to produce a design folio developing a brand identity for the event that captures the attention, interest and desire of the public.	55	Graphic design Still image	Media technologies • C1.1 Hardware • C1.2 Software • C1.3 Media techniques Media communications • C2.1 Contexts and audiences • C2.2 Purposes • C2.3 Ideas Media in society • C3.1 Safety practices • C3.2 Ethical considerations • C3.4 Careers	2	Project Plan, create and evaluate a design folio of advertising material, consisting of photographic and print media, which develops a brand identity for a community event. • Multimodal component — non-presentation Annotated diary of ideas (written text and visuals), including evidence of planning and evaluation. Individual response. Maximum: 6 A4 pages (or equivalent) • Product component Design folio of advertising material for event promotion. Variable conditions Folio is to consist of designs for at minimum: a logo, a sample of signage and an advertisement. Individual response. Product Produce a webpage design based on the brand identity developed in the project (Assessment 1). Variable conditions Individual response.	 Knowing and understanding Applying and analysing Creating and evaluating • Knowing and understanding Applying and analysing Creating and evaluating

Unit	Module number and description	Time in hours	Electives	Core concepts and ideas	Assess no.	Assessment technique, description and conditions	Dimensions
2	Module 2: Animating social issues This module focuses on investigating media techniques and technologies, and the media art-making processes involved in creating a stop-motion animated film. Students use a problem-solving approach and develop media art-making skills to plan, create and evaluate a short stop-motion animated film addressing a social issue relevant to youth for inclusion in a film festival.	55	Audio Moving images	Media technologies • C1.1 Hardware • C1.2 Software • C1.3 Media techniques Media communications • C2.1 Contexts and audiences • C2.2 Purposes • C2.3 Ideas Media in society • C3.1 Safety practices • C3.2 Ethical considerations • C3.3 Emerging technologies	4	Product Design a digital storyboard for a short stop-motion animated film addressing a social issue. Variable conditions 8-16 shots. Individual response. Project Create a short stop-motion animated film for a youth film festival, along with a pitch to persuade festival organisers to include it in their line-up. • Product component Short stop-motion animated film that addresses a social issue for submission to a youth film festival. Individual response. Variable conditions 20–30 seconds. • Spoken component A pitch analysing and evaluating the film's strengths as a product, including decisions made in the media art-making processes. Individual response. 1.5–3.5 minutes	Knowing and understanding Applying and analysing Creating and evaluating Knowing and understanding Applying and analysing Creating and evaluating



Module number and de	scription Time in hours	Electives	Core concepts and ideas	Assess no.	Assessment technique, description and conditions	Dimensions
Module 3: Documenting the others This module investigates an analyses documentary style develops skills in representified identity through the use of notechnologies. Using a problem solving approach, students and technologies to exploit create, present and reflect of important aspect of the life of a person of interest in the community, for the purposes chronicling, informing, celeber educating and/or entertaining	and as and ang life and anedia apply are, an an ar identity as of arating,	Audio Moving images Still image	Media technologies C1.1 Hardware C1.2 Software C1.3 Media techniques Media communications C2.1 Contexts and audiences C2.2 Purposes C2.3 Ideas Media in society C3.1 Safety practices C3.2 Ethical considerations C3.3 Emerging technologies	5	Project Plan, create and evaluate a documentary-style media artwork (e.g. personal, biographical, historical, observational, doco-drama or mockumentary) on the life or identity of a chosen person of interest from the local community. • Multimodal component — presentation Visual storyboard with audio commentary (including planning, decisions, analysis and evaluation). Individual response. 3.0–6.0 minutes • Product component Documentary film. Variable conditions 4.0–8.0 minutes. Completed in pairs with results awarded individually. Allocated roles within the production. Product Create an A3 poster that promotes the documentary film to the school community. Variable conditions Individual response.	 Knowing and understanding Applying and analysing Creating and evaluating Knowing and understanding Applying and analysing Creating and evaluating



Unit	Module number and description	Time in hours	Electives	Core concepts and ideas	Assess no.	Assessment technique, description and conditions	Dimensions
4	Module 4: Careers in the media arts This module focuses on developing skills for a future career pathway in the media arts industry. Students engage in a problem-solving approach using media technologies and media art-making processes to create products relevant to a career in the media arts.	55	Graphic design Moving images Still image	Media technologies C1.1 Hardware C1.2 Software C1.3 Media techniques Media communications C2.1 Contexts and audiences C2.2 Purposes C2.3 Ideas Media in society C3.1 Safety practices C3.2 Ethical considerations C3.3 Emerging technologies C3.4 Careers	8	Project Design, create and justify a webpage that promotes the student's skills and attributes as a media artist for prospective employers. • Multimodal component — presentation Presentation of a design concept for a webpage, including planning, analysis and justification of ideas. Individual response. 3.0–6.0 minutes • Product component A showreel webpage that contains media artworks from previous projects and products and promotes an identity as a media artist. Variable conditions Individual response. Product Create a business card for a prospective client who is a digital artist. Variable conditions Individual response.	 Knowing and understanding Applying and analysing Creating and evaluating Knowing and understanding Applying and analysing Creating and evaluating



Student profile

Media Arts in Practice 2019

Teacher: Student name:

Class: Year:

					cai.		
Unit	Module of work	Assessment Instrument No.	Assessment Instrument	Formative or Summative	Knowing and understanding	Applying and analysing	Creating and evaluating
4	Module one Promotional design	1	Project	F			
1	G	2	Product	F			
•	Module two Animating social issues	3	Product	F			
2	3 ************************************	4	Project	F			
Inte	rim Standards						
Inte	rim Result						
o	Module three Documenting the lives of others	5	Project	S			
3			Product	S			
	Module four Careers in the media arts		Project	s			
4		8	Product	S			
Exi	t Standards						
Exi	t Result				'		