# Marking summary

| Criterion | Marks allocated | Provisional marks |
|---|---|---|
| Treatment | 8 | |
| Pre-production (storyboard) | 7 | |
| Structuring media elements | 5 | |
| Synthesising media elements | 5 | |
| **Overall** | **25** | |

# Conditions

| | |
|---|---|
| **Technique** | Multi-platform project |
| **Unit** | Unit 3: Participation |
| **Topic/s** | Area of study: Technologies |
| | Area of study: Audiences |
| | Area of study: Institutions |
| **Duration** | — |
| **Mode / length** | Treatment: |

Treatment:

- Written: 800–1000 words

Storyboard:

- Written: 12–24 shots

Production:

- Production: 45 seconds to 5 minutes

| | |
|---|---|
| **Individual / group** | Individual |
| **Other** | Submission: |

Submission:

- pdf of treatment and storyboard
- .mov, .mp4 or .avi for dynamic files.

**Resources**   Editing software.

Filmmaking hardware.

# Context

Hoodlum is an Emmy and BAFTA Award winning Production Company that creates multi-platform content for audiences around the globe. They are producers of a slate of original film and television in Australia and the US. They believe that today's audiences want story worlds that live beyond a single screen and they want content they can play an active role in. Hoodlum is seeking new multi-platform projects to develop as part of their slate for this year.

# Task

You must develop a project pitch that presents a story idea over two or more platforms. To do this, you must write an 800–1000-word treatment that outlines how technical and symbolic codes will enable audiences to participate and interact with the story, construct a 12–24 shot storyboard to communicate the narrative idea and then produce a 45-second to 5-minute pilot sequence for your idea.

**To complete this task, you must:**

- **symbolise** conceptual ideas by clarifying the use of technical and symbolic codes for a multi-platform story
- **construct** pre-production proposals to communicate a narrative concept or idea
- **structure** sequences using technologies for a multi-platform product
- **synthesise** media sequences that communicate intended meaning to an audience

# Checkpoints

☐ T1- W4- Storyboard rough draft due.

☐ T1-W5- Storyboard due.

☐ T1- W4 -Treatment rough draft due.

☐ T1- W5- Treatment due.

☐ T2- W1- Rushes check and authentication.

☐ T2- W2- Final project submission.

# Authentication strategies

- You will be provided class time for task completion.
- Your teacher will observe you completing work in class.

- Your teacher will collect and annotate a draft.
- You must submit a declaration of authenticity.
- You will use turnitin to submit your response.

# Scaffolding

- Consider how you will communicate your idea and how it will be filmed, including technical considerations such as location, soundtrack, lighting and props.
- Consider how best you will symbolise your ideas.
- Conduct a risk assessment before commencing production.
- Consider copyright implications of any source material you intend to use, such as images, music and sound.

# Instrument-specific marking guide (IA2): Multi-platform project (25%)

## Criterion: Treatment

Assessment objectives

2. <u>symbolise</u> conceptual ideas by clarifying the use of <u>technical and symbolic codes</u> for a <u>multi-platform</u> story

| The student work has the following characteristics: | Marks |
|---|---|
| • symbolism and justification of the interrelationship and purpose of symbolic codes to the <u>multi-platform</u> story as a whole | 7–8 |
| • symbolism of signified <u>meaning</u> by explaining signified meaning of technical and symbolic codes in a multi-platform story | 5–6 |
| • symbolism of conceptual ideas by clarifying the use of <u>technical and symbolic codes</u> for a multi-platform story | 3–4 |
| • documentation of connection between proposed formats | 2 |
| • description of an idea for a <u>multi-platform</u> story | 1 |
| • does not satisfy any of the descriptors above. | 0 |

## Criterion: Pre-production (storyboard)

Assessment objectives

3. <u>construct</u> <u>pre-production</u> proposals to <u>communicate</u> a <u>narrative</u> concept or idea

| The student work has the following characteristics: | Marks |
|---|---|
| • construction applies symbolic, technical and generic codes and <u>conventions</u> to maximize audience experience | 6–7 |
| • construction applies symbolic codes and <u>cultural codes</u> | 4–5 |
| • construction of a <u>pre-production</u> format to <u>communicate</u> a <u>narrative</u> concept or idea | 3 |
| • construction of a written or visual representation using pre-production conventions | 2 |
| • construction of a written or visual representation for a project | 1 |
| • does not satisfy any of the descriptors above. | 0 |

## Criterion: Structuring media elements

Assessment objectives

6. <u>structure</u> <u>sequences</u> using <u>technologies</u> for a <u>multi-platform</u> product

| The student work has the following characteristics: | Marks |
|---|---|
| • structure <u>exploits</u> production practices to enhance <u>meaning</u> | 5 |
| • structure demonstrates <u>considered</u> production choices | 4 |
| • structure <u>sequences</u> using technologies for a <u>multi-platform</u> product | 3 |
| • structure contains components of a multi-platform product | 2 |

| The student work has the following characteristics: | Marks |
|---|---|
| • use of equipment to record or <u>create</u> sound and images | 1 |
| • does not satisfy any of the descriptors above. | 0 |

**Criterion: Synthesising media elements**

Assessment objectives

9.  <u>synthesise</u> media <u>sequences</u> that <u>communicate</u> intended <u>meaning</u> to an audience.

| The student work has the following characteristics: | Marks |
|---|---|
| • synthesis and resolution of a conceptual problem in a <u>multi-platform</u> sequence that realises the potential of production practices | 5 |
| • synthesis of a moving-image media story that juxtaposes media to enhance <u>meaning</u> | 4 |
| • <u>synthesise</u> of media <u>sequences</u> that communicate intended meaning to an audience | 3 |
| • organisation of media for a <u>narrative</u> form | 2 |
| • use of moving-image media and <u>audio</u> | 1 |
| • does not satisfy any of the descriptors above. | 0 |