



Year 7 Gifted and Talented Media Arts

2020 Course Outline

Teachers:

7.1 Ms Franke & Mr Vykopal

7.2 Mrs Dove & Ms Anders

Rationale

Media Arts learning involves students engaging with communications technologies and cross-disciplinary art forms to design, produce, distribute and interact with a range of print, audio, screen-based or hybrid artworks. Students explore, view, analyse and participate in media culture from a range of viewpoints and contexts. They acquire skills and processes to work in a range of forms and styles. Students learn to reflect critically on their own and others' media arts experiences and evaluate media artworks, cultures and contexts. They express, conceptualise and communicate through their media artworks with increasing complexity and aesthetic understanding.

In Year 7, students are provided with opportunities to view media work within the context of the selected focus. They are introduced to the basic communication model, explore different viewpoints in contemporary media, plan and create representations in media work and respond to their own work and the work of others.

Students work as a team, follow timelines, and use processes and strategies to ensure safe and responsible use of media equipment.

Teachers are required to address knowledge and skills in Media Arts through one or more of the foci and media below. Other foci and media may be used in addition to teach knowledge and skills in Media Arts.

Media focus options: advertising (for example, television commercials, film trailers, magazine advertising, film posters), mass media (for example, commercial television, blockbuster films, video games) or press (for example, television news, newspapers, current affairs) and broadcasting (for example, marketing campaigns, commercial radio, commercial podcasts).

Students are expected to work within, or across, the following media in each year level: film, television, photography, print media, radio or online media.

As part of differentiating the Gifted and Talented program. We have backward mapped the year 12 ATAR Media Production & Analysis course and our Year 7 students will be exploring the following key terms, concepts and skills:

- System of Communication
- Genre
- Narrative Elements – characters, setting, plot and themes
- Codes and conventions
- Representation
- Intended Audience
- Preferred Meaning
- Technologies

Program Design

Year 7 GAT Media Arts students will be provided with opportunities to complete:

This media course brings together **differentiation, depth, density and difficulty** as a key element of gifted and talented education and at all times challenges students to articulate creative thinking as a key element behind media theory and production. Opportunities to engage in **accelerated and compacted learning** within the curriculum will be made available throughout the year.

This subject specifically:

- Accommodates differing learning styles, and pace, of students by allowing them to work either singly or in small groups, negotiate their own projects within the parameters of the tasks set and organize their own work schedule within the overall time periods allowed.
- Provide students with the opportunity to relate theory and practice through production of media texts.

Year 7 Media Arts Semester 1

Term 1

- Task 1 Film Analysis- Narrative Codes and Conventions (10%)
- Task 2 Storyboard and Shot List for 'Technical Codes' Short Narrative Film (5%)
- Task 3 'Technical Codes' Short Narrative Film (10%)

Term 2

- Task 4 TV Advertisement Analysis (10%)
- Task 5 TV Ad Planning, Script, Storyboard (5%)
- Task 6 TV Advertisement Production (10%)

Semester Total 50%

Year 7 Media Arts Semester 2

Term 3

- Task 7 Analysing an Animation Film (10%)
- Task 8 Planning, Script, Storyboard (5%)
- Workshops on different animation styles
- Task 9 Animation Film Production (10%)

Term 4

- Task 10 Storyboard/Shot List for Promotional Film (5%)
- Task 11 Print Journalism- Magazine Article (10%)
- Task 12 Promotional Film (10%)

Semester Total 50%

Year Total 100%

Assessment Structure

Assessment will follow percentage weighting and grade descriptors as advised by the Curriculum Council. Percentages and grades will accumulate towards final results; clarification of this will follow as the year progresses. Students are expected to adhere to the college Assessment Policy.

2020 Assessment Profile, Weightings and Due Dates

Year 7 Media Arts Term 1			Making	Responding
Week 1-4	Task 1 Written Film Analysis Students will view and analyse a film, investigating the use of narrative elements, filmic codes and conventions and representation. (10%) In Class: Week 4			
Week 4-6	Task 2 Storyboard and Shot List for Technical Codes Narrative Film After Learning camera skills including camera set up, tripod set up, safe lifting, recording and completing a peer assessment. Students will work in a small group in class to create a narrative and shot list for their technical codes narrative film. (5%) Due: Week 7			
Week 7-10	Task 3 Technical Codes Narrative Film Students will work in a small group in class to storyboard and film technical codes to achieve their camera license demonstrating their understanding of camera skills and technical codes whilst utilising production processes, skills and theory.			

Year 7 Media Arts Term 2			Making	Responding
Week 1-2	Task 3 Technical Codes Narrative Film Students will work in a small group in class to storyboard and film technical codes to achieve their camera license demonstrating their understanding of camera skills and technical codes whilst utilising production processes, skills and theory. (10%) Due: Week 2			
Week 2-4	Task 4 Advertisement Analysis Students will learn about advertising conventions and selling techniques and complete an individual analysis of a television commercial. (10%) Due: Week 4			
Week 4-5	Task 5 Planning, Script, Storyboarding TV Advertisement (in small groups) (5%) Due: Week 5			
Week 6-10	Task 6 TV Advertisement Production (10%) Due: Week 10 (Filming out of school in small groups) In class creating a logo and a jingle			

Year 7 Media Arts Term 3		Making	Responding
Week 1-3	Task 7 Written Analysis of an Animation Film Students will work individually to analyse an Animation film and will write an short essay on the film. (10%) In Class: Week 3		
Week 4-5	Task 8 Planning Booklet, Storyboard and Script for Animation Film Students will work in a small group to plan, script and storyboard a stop-motion animation film. (5%) Due: Week 5		
Week 6-10	Task 9 Animation Production Students will create an original two-minute stop-motion animation film demonstrating camera skills while utilising production processes, skills and theory.		
Week 10	Self & Peer Evaluation & Blurb Due: Week 10		

Year 7 Media Arts Term 4		Making	Responding
Week 1	Task 9 Animation Production Students will create an original two-minute stop-motion animation film demonstrating camera skills while utilising production processes, skills and theory. (10%) Due Friday Term 4, Week 1		
Week 1-2	Task 10 Storyboard/Shot List for Promotional Film Students will work in a small group to plan, script and storyboard a stop-motion animation film. (5%) Due: Friday Week 2		
Week 3-5	Task 11 Print Journalism- Magazine Article Students will research and write a magazine feature article which includes photographs promoting a hobby, interest or sport. (10%) Due: Week 5		
Week 2-7	Task 12 Promotional Film Students will create a short promotional film to accompany their feature article to promote a hobby, interest or sport. (10%) Due: Monday, Week 7		
Week 7-10	Australian Film viewing Australian Stereotypes Analysis in preparation for Year 8.		

Year 7 Media Arts 2020 Term 1

Week 1	<ul style="list-style-type: none"> <input type="checkbox"/> Introduction to Media Arts <input type="checkbox"/> Ice breaker activities <input type="checkbox"/> Course outline and Media Arts Procedures <input type="checkbox"/> Organisational requirements and Class rules <input type="checkbox"/> Media Terminology <input type="checkbox"/> Discuss -What is Media and Media Forms <input type="checkbox"/> Communication Model <input type="checkbox"/> Narrative Elements <input type="checkbox"/> Codes and Conventions (Symbolic, Written, Audio and Technical) <input type="checkbox"/> Symbolic and Technical Codes Activities <input type="checkbox"/> Defining Representation
Week 2	<ul style="list-style-type: none"> <input type="checkbox"/> Viewing and analysing Film Text 'The Labyrinth' <input type="checkbox"/> Note taking and worksheets on narrative elements and filmic codes and conventions. <input type="checkbox"/> Working on writing Task 1
Week 3	<ul style="list-style-type: none"> <input type="checkbox"/> Writing skills <input type="checkbox"/> Working on writing Task 1
Week 4	<ul style="list-style-type: none"> <input type="checkbox"/> Working on writing up film analysis notes <input type="checkbox"/> Proof reading, editing and draft <input type="checkbox"/> Task 1: Film Analysis (10%) In Class: Thursday Week 4
Week 5	<ul style="list-style-type: none"> <input type="checkbox"/> Technical Codes Revision <input type="checkbox"/> Camera Equipment Demonstration and Borrowing Procedures <input type="checkbox"/> Students take notes on how to set up and use cameras and tripods <input type="checkbox"/> Camera set up, tripod set up, safe lifting, recording and uploading <input type="checkbox"/> Camera Exercises- Students will practice setting up and using cameras and tripods to film a range of shot types.
Week 6	<ul style="list-style-type: none"> <input type="checkbox"/> Commence Task 2 Storyboard and Shot List for Technical Codes Narrative Film in small groups <input type="checkbox"/> Students will work in a small group in class to create a narrative and shot list for their technical codes narrative film. <input type="checkbox"/> Storyboarding Skills
Week 7-8	<ul style="list-style-type: none"> <input type="checkbox"/> Task 2 Shot List for Technical Codes Narrative Film (5%) Due: Monday, Week 7 <input type="checkbox"/> Filming Technical Codes Films <input type="checkbox"/> Workshop lesson: Video and Audio Editing skills demonstration
Weeks 8-10	<ul style="list-style-type: none"> <input type="checkbox"/> Workshop lesson: Video and Audio Editing skills demonstration <input type="checkbox"/> Editing promotional Film

Year 7 Media Arts Term 2

Week 1	<input type="checkbox"/> Purpose of Advertising <input type="checkbox"/> Advertising Conventions and Selling Techniques <input type="checkbox"/> Intended Audience <input type="checkbox"/> Viewing TV Advertisements
Week 2	<input type="checkbox"/> Task 3 Technical Codes Narrative Film (10%) Due: Week 2 <input type="checkbox"/> Introduce Task 4 TV Advertisements Analysis <input type="checkbox"/> Students will learn about advertising conventions and selling techniques and complete an individual analysis of a television commercial. <input type="checkbox"/> TV Advertisement analysis and PowerPoint
Week 3-4	<input type="checkbox"/> Working on writing TV Advertisement analysis using notes <input type="checkbox"/> Proof reading and Editing
Week 4-5	<input type="checkbox"/> Task 4 TV Advertisements Analysis -Week 4 (in class) (10%) <input type="checkbox"/> Introduce Tasks 5 & 6 TV Advertisement Production
Week 5	<input type="checkbox"/> Task 5 Group Planning Booklet, Script and Storyboard for Advertisement (10%) Due
Weeks 5-7	<input type="checkbox"/> Filming out of school <input type="checkbox"/> Workshop: Photoshop Demonstration and skills <input type="checkbox"/> Making a logo for the TV Advertisement
Week 7-10	<input type="checkbox"/> Workshop Editing Skills <input type="checkbox"/> Students will complete activities to demonstrate their skills. <input type="checkbox"/> Editing TV Advertisement production
Week 10	<input type="checkbox"/> Finish Editing TV Advertisement <input type="checkbox"/> Task 6 TV Advertisement Production (10%) Due: Week 10

Year 7 Media Arts Term 3

Week 1	<ul style="list-style-type: none"> <input type="checkbox"/> Genre Conventions <input type="checkbox"/> Conventions of a fantasy/anime film <input type="checkbox"/> Essay writing skills and give out essay question
Week 2-3	<ul style="list-style-type: none"> <input type="checkbox"/> Viewing Film Text and note taking <input type="checkbox"/> Essay planning and writing draft <input type="checkbox"/> Proof reading and editing <input type="checkbox"/> Writing final copy of essay <input type="checkbox"/> Task 7: Analysis of a Fantasy/Anime Film (10%) In Class: Week 3
Week 4-5	<ul style="list-style-type: none"> <input type="checkbox"/> Creating story ideas <input type="checkbox"/> Narrative elements and narrative structure revision <input type="checkbox"/> Creating and writing a narrative for a stop-motion film <input type="checkbox"/> Viewing Stop Motion and other animation film examples <input type="checkbox"/> Planning, scripting and storyboarding film production task. <input type="checkbox"/> Create an original two- minute animation film choosing from a range of animation styles learnt in class. <input type="checkbox"/> Task 8: Planning Booklet, Script and Storyboard for Animation Film (5%) Due Week 5
Week 5-6	<ul style="list-style-type: none"> <input type="checkbox"/> Workshops: <input type="checkbox"/> Camera skills and production techniques <input type="checkbox"/> Green screen and lighting demonstrations <input type="checkbox"/> Claymation, Cut-outs, Lego Stop-motion, <input type="checkbox"/> Uploading, organising and saving images
Weeks 6-8	<ul style="list-style-type: none"> <input type="checkbox"/> Production: Working in small groups on animation production <input type="checkbox"/> Capturing images for stop-motion production and Filming <input type="checkbox"/> Workshops Using Tablets for animation, Rotoscoping <input type="checkbox"/> Special effects
Weeks 8-10	<ul style="list-style-type: none"> <input type="checkbox"/> Working in small groups <input type="checkbox"/> Post-production of animation film <input type="checkbox"/> Create special effects and titles <input type="checkbox"/> Self and Peer Evaluation and blurb Due week 10

Year 7 Media Arts Term 4

Week 1	<ul style="list-style-type: none"> <input type="checkbox"/> Task 9 Animation production (group) Due Friday Week 1 <input type="checkbox"/> Print media forms <input type="checkbox"/> Defining print journalism <input type="checkbox"/> Analyse feature articles examples <input type="checkbox"/> Conventions of a feature article <input type="checkbox"/> Structure, content and layout of feature articles <input type="checkbox"/> Give out Task sheets for task 9,10 and 11 <input type="checkbox"/> Promotional Film Examples and Conventions
Week 2	<ul style="list-style-type: none"> <input type="checkbox"/> Students working on Task 9 Storyboard and Shot List for Promotional Film <input type="checkbox"/> Brainstorming ideas for Feature Article and Promotional Film <input type="checkbox"/> Target Audience <input type="checkbox"/> Task 10 Storyboard and Shot List for Promotional Film Due: Friday Week 2
Week 3	<ul style="list-style-type: none"> <input type="checkbox"/> Researching skills <input type="checkbox"/> Workshop: Photography techniques <input type="checkbox"/> Writing skills workshop: How to write an effective feature article <input type="checkbox"/> Taking Photographs and Filming Promotional Film (out of school time)
Week 4	<ul style="list-style-type: none"> <input type="checkbox"/> Working on writing Task 9 Print Journalism- Feature Article and Task 10 Photo Story <input type="checkbox"/> Drafting Feature article <input type="checkbox"/> Taking Photographs and Filming Promotional Film (out of school time)
Week 5	<ul style="list-style-type: none"> <input type="checkbox"/> Proof reading and editing draft <input type="checkbox"/> Commence typing final copy of feature article <input type="checkbox"/> Working on layout and photographs <input type="checkbox"/> Task 11 Print Journalism- Feature Article Due: Week 5 <input type="checkbox"/> Edit Promotional Film
Week 6-7	<ul style="list-style-type: none"> <input type="checkbox"/> Working on editing short promotional film <input type="checkbox"/> Task 12 Promotional Film Due: Monday, Week 7
Week 7-10	<ul style="list-style-type: none"> <input type="checkbox"/> Revision of Year 7 Media Arts key concepts and terminology Defining stereotypes <input type="checkbox"/> Examples of stereotypes <input type="checkbox"/> Difference between a representation and a stereotype <input type="checkbox"/> How stereotypes are constructed through codes and conventions <input type="checkbox"/> Australian Film Text viewing- 'Crocodile Dundee' <input type="checkbox"/> Completing worksheets about Australian film

Student Responsibilities

You will be given the responsibility to care for some expensive equipment. If any equipment is intentionally or negligently damaged in any way, you may be required to pay for damages and equipment may be withdrawn from your use. Students should familiarise themselves with the terms of the Equipment Loans Sheet (Appendix A).

Most of the work you do in this course will rely on your ability to organise, motivate and deliver tasks and seek teacher assistance as required; to this end, you will need to work hard, be self motivated and prepared to have fun.

Work must be submitted for assessment by the due dates. These dates are specified in this Course Outline. Extensions may be granted to those students who have genuine difficulty completing work (e.g. illness, equipment breakdown, etc.). Extensions must be requested in writing before the due date. Late work incurs a penalty as specified in the Assessment Policy of the college.

Evidence of Student Achievement

For the purpose of moderation of assessments, and to provide a tangible record of achievement, each student is required to produce and maintain:

A. Portfolio

Students shall compile and maintain a portfolio of work that:

- Contains all assessable written work complete with reflections and annotations
- Neatly presents tasks in a consistent and orderly system
- Contains readily available tasks for moderation and/or consensus inspection
- Contains a course outline including practical, written, and assessment details
- Contains analyses, research and design work completed in the subject
- Contains notes and assignments pertinent to the subject

B. Notebook

Students shall compile and maintain a workbook of notes. The workbook will be present for every lesson and will be presented in the following manner:

- A margin on the left hand side of the page
- The date included on the top left of the page
- A heading at the top of the page entr

APPENDIX A

Media Arts, Media and Photography Parameters



The Media Arts, Media and Photography programmes at the college strive for excellence in student achievement in written and practical work. We appreciate and encourage your creativity and imagination in the Media and Photography works you construct and analyse. In line with Education Department, School Curriculum and Standards Authority and college policy we request you avoid including inappropriate images or simulations. Your teacher and your parents/guardians are here to support your learning journey. Speak to them and share your ideas before going ahead with any creative work. Students should also be aware that they do not have permission or the right to put school productions on personal social media sites (Youtube, Facebook, etc.) without permission from the Principal and/or Head of Learning Area. Thank you for your observance of the above parameters.

Media Arts Staff