

MEDIA PRODUCTION (MED315117)

External Assessment Specifications

External Assessment Specifications inform the development of external assessments. The primary audience for this document is the course Setting Examiner and Exam Critics. It may also be of use to teachers and students.

These specifications must be read in conjunction with the current Course Document on the TASC website.

The external assessment for this course consists of a written exam.

WRITTEN EXAM STRUCTURE

The written exam is TWO hours.

Students will have an additional 15-minute preparation time during which students can take notes on the note paper provided and highlight any key words in the exam booklet during the allocated time. Students will not be permitted to start their exam until advised by the Exam Supervisor.

The written exam includes TWO sections.

The criteria to be externally assessed are:

Criterion 1: communicate media ideas and information

Criterion 2: analyse journalism and its role in society

Criterion 3: analyse advertising and its role in society.

SPECIFIC MATERIALS AND EQUIPMENT APPROVED FOR USE BY STUDENTS

There is no external Information Sheet for this course.

ASSESSMENT

All criteria are assessed using extended ratings of A+, A, A-, B+, B, B-, C+, C, C-, t+, t, t- or z. Note that a C- is a low C, in that it just meets the standards for a C but is not a t.

The algorithm to achieve final ratings from Sections A – B will take account of the fact that each Section carries equal weight.

A set of solutions or a marking tool will be developed by the Setting Examiner, provided to markers at the marking meeting that follows the external written exam; and will be available from TASC in the following year.

The external assessment must include items that, separately or together, give opportunities to demonstrate the standards from rating C to rating A.

Final results will be awarded as a rating of A, B, C, t or z in the above criteria. These ratings are used in determining the final award according to the algorithm in the course document.

SECTION A

Structure

- This section will take students approximately 60 minutes to respond to.
- Students will respond to ONE of FIVE questions.
- This section will address course content from Unit 1 – Journalism.

Assessed Criteria

- Criterion 1: communicate media ideas and information (Element 1, 2, 3, 4, 5 and 6).
- Criterion 2: analyse journalism and its role in society (all elements).

Nature of Questions

- Students will choose to respond to one question out of a choice of five.

Questions may refer to:

Role of journalism:

- code of Ethics
- MEAA
- tabloid media
- bias and equity
- audience expectations.

Media ownership:

- its impact on society
- its influence on media
- concentrated Media ownership
- public vs private.

News, interviews and current affairs:

- codes and conventions
- media Values
- encoded media messages
- tabloid media
- bias and equity
- news worthiness
- public vs private.

Traditional vs New media:

- convergent Media
- reliability of news
- access, issues with privacy and accuracy.

Technical production analysis:

- production differences between tabloid/non-tabloid
- production differences between public/private
- pre-production/production and post production processes involved in developing journalistic piece.

Nature of Responses

- Responses will be assessed using extended alpha ratings.
- Extended essay response.

SECTION B

Structure

- This section will take students approximately 60 minutes to respond to.
- Students will respond to ONE of FIVE questions.
- This section will address course content from Unit 2 – Advertising.

Assessed Criteria

- Criterion 1: communicate media ideas and information (Element 1, 2, 3, 4, 5 and 6).
- Criterion 3: analyse advertising and its role in society (all Elements).

Nature of Questions

- Students will choose to respond to one question out of a choice of five.

Questions may refer to:

Role of advertising:

- in society
- target audience
- advertising ethics
- commercial codes and conventions of advertising
- audience positioning

Advertising issues:

- social values
- classification
- stereotypes
- trends in contemporary advertising
- ethics

Technical production analysis:

- codes and convention of genre
- fundamentals of composition/design
- pre-production/production and post production processes involved in developing an advertisement

Nature of Responses

- Responses will be assessed using extended alpha ratings.
- Extended essay response.

FOLIO STRUCTURE

A presentation of folio work in a specialised area.

Your folio will reflect one of the following areas of specialisation:

- Radio
- Screen/ Television; or
- Print.

The criteria to be externally assessed are:

Criterion 1: communicate media ideas and information (Elements 1, 4, 5 and 6)

Criterion 4: implement appropriate design and production processes (all elements, except Element 2).

Criterion 5: use techniques, technologies and skills relevant to media production (Elements 1-5).

Criterion 6: apply narrative structures in media products (all elements).

Criterion 7: create finished media products. (Elements 1-7).

ASSESSMENT

All criteria are assessed using extended ratings of A+, A, A-, B+, B, B-, C+, C, C-, t+, t, t- or z. Note that a C- is a low C, in that it just meets the standards for a C but is not a t.

Final results will be awarded as a rating of A, B, C, t or z in the above criteria. These ratings are used in determining the final award according to the algorithm in the course document.

Structure

- A folio comprising of one major product and two minor products.
- This section will address course content from Areas 1, 2, 3 and 4.

Assessed Criteria

- Criterion 1: communicate media ideas and information (Elements 1, 4, 5 and 6).
- Criterion 4: implement appropriate design and production processes (all elements, except Element 2).
- Criterion 5: use techniques, technologies and skills relevant to media production (Elements 1 – 5).
- Criterion 6: apply narrative structures in media products (all elements)
- Criterion 7: create finished media products. (Elements 1-7).

Nature of Folio

- One Major Product (Narrative Unit) and provided pro-forma (700-1000 words) and support documentation
- Two Minor Products (one from Journalism unit and one from Advertising unit) and provided pro-forma x 2 (one for Journalism minor and one for Advertising minor) – 300 – 500 words each)

Nature of Responses

Responses will be assessed using extended alpha ratings.

Analytical response completed in the provided pro-forma found at on the [Media Production course page](#) on the TASC website.

FOLIO GUIDELINES

These guidelines provide students, teachers and markers with details about what students have to do for the folio that forms part of the external assessment for this course.

This document does not repeat essential information found in other documents and must be read in the context of the [Media Production](#) course document.

The [TASC Frequently Asked Questions – Externally assessed folios](#), provides general information for all students and teachers about externally assessed folios, including a how-to guide for submitting folios and a link to the TASC guide to Authenticity and Academic Integrity.

The course Assessment Report, located on the course page, addresses issues, strengths and weaknesses about the assessment of the previous year's folios and should be read in conjunction with the guideline.

The final folio must be submitted by the student to their teacher for external assessment. Due dates for folio submission are available from the [TASC website](#).

The teacher cannot extend this published final “due to teacher date” however they may set an earlier deadline for the purpose of internal assessment.

FOLIO OF WORK

You must submit a folio containing a selection of your work produced during the course, including a major production or piece of work.

Your folio will reflect one of the following areas of specialisation:

- Radio
- Screen/ Television; or
- Print.

The folio will be assessed externally by TASC to determine ratings on the course assessment criteria 1, 2, 4, 5, 6 and 7. If a folio is not submitted a student can achieve no more than a Preliminary Achievement (PA) in this course

Students **MUST NOT** call on ‘professional/industry’ personnel to create their products e.g. professional cinematographers.

Students must have access to industry standard equipment (See Appendix I).

ADVICE TO STUDENTS

Your folio of work **must** include the following items.

1. Selected work in your chosen specialisation (radio OR screen/TV OR print)
2. Support documentation.

SELECTED WORK IN YOUR CHOSEN SPECIALISATION (RADIO, SCREEN/TELEVISION, PRINT)

AREA OF SPECIALISATION – RADIO

A USB*, supplied by the student, containing THREE products which are collectively no larger than 1 gigabyte.

All supporting documentation must be printed and physical copies must be submitted for assessment along with the USB in the folder provided by TASC. The USB must be stuck to the inside cover of the folder using adhesive tape.

Teachers must still log onto TRACS and complete the TRACS submission requirements outlined on the [TRACS Resources page](#).

- (i) UNIT ONE (Journalism): Minor Production - of a minimum of 1.00 minute in length and no longer than 2.00 minutes. The minor product must contain original material constituting 95% of the production. Sample minor productions include but are not limited to:
- News story
 - Short Documentary
 - News Bulletin.
- (ii) UNIT TWO (Advertising): Minor Production - of a minimum of 30 seconds in length and no longer than 1.00 minute. The minor product must contain original material constituting 95% of the production. The advertisement should be for a genuine existing product, organisation or public service campaign. Sample minor productions include but are not limited to:
- 30 or 60 second radio commercial
 - Radio promo of no longer than 60 seconds
 - Radio sweepers of no longer than 60 seconds.
 - Public Service Announcements of no longer than 60 seconds.
- (iii) UNIT THREE (Narrative): Major Production - of a minimum of 4.30 minutes in length and no longer than 7 minutes. A Major Production can be either a documentary or drama. Your major production must use multi-tracking including studio voice recording, sound effects, music bed, location voice or sound recording. The major production must consist of original material as 90% of the production. A recorded classification ID must be included at the beginning of the product if the content is of a violent or offensive nature. This does not count towards the 4.30 minute minimum length.

You must be the producer, director, audio engineer, technical editor and writer/adaptor.

All members of the production crew must be current Media Production students.

*Your USB must be “digitally named” with your TASC ID and year of study. The products contained on your USB must be clearly labelled as such:

- Major Production name of product e.g. Major Production Documentary or
- Minor_Production_name_of_product e.g. Minor_Production_Commercial or
- Minor_Production_name_of_product eg. Minor_Production_News_Story

** Your product must be exported as .wav using the following settings: 44.1kHz/16bit

AREA OF SPECIALISATION – SCREEN

A USB*, supplied by the student, containing THREE products which are collectively no larger than 1 gigabyte.

All supporting documentation must be printed and physical copies must be submitted for assessment along with the USB in the folder provided by TASC. The USB must be stuck to the inside cover of the folder using adhesive tape.

Teachers must still log onto TRACS and complete the TRACS submission requirements outlined on the [TRACS Resources page](#).

- (i) UNIT ONE (Journalism): Minor Production – of a minimum of 1.00 minute in length and no longer than 2.00 minutes. The minor product must contain original material constituting 95% of the production. The product must demonstrate the use of camera, sound and editing as a minimum. Sample minor productions include but are not limited to:
- News story
 - Short Documentary
 - Studio/location Interview
 - Profile.
- (ii) UNIT TWO (Advertising): Minor Production - of a minimum of 30 seconds in length and no longer than 1.00 minute. The minor product must contain original material constituting 95% of the production. The advertisement should be for a genuine existing product, organisation or public service campaign. The product must demonstrate the use of camera, sound and editing as a minimum. The use of graphic animation packages such as Adobe After Effects can be utilised to manipulate existing logos and constitutes as original material. Sample minor productions include but are not limited to:
- 30 or 60 second TV commercial
 - Online promo of no longer than 60 seconds
 - Public Service Announcement of no longer than 60 seconds.
- (iii) UNIT THREE (Narrative): Major Production of either:
- a documentary OR drama of a minimum of 4.30 minutes in length without credits and no longer than 7 minutes with credits. The narrative should be original, or an original adaptation*** of an existing narrative. The major production must consist of original footage shot as 90% of the production. A five second classification clapper must be included at the beginning if the content is of a violent or offensive nature. This does not count towards the 4.30 minute minimum length. The product must demonstrate the use of camera, sound and editing as a minimum.
- Or:
- an animation of a minimum of 3:00 minutes in length without credits and no longer than 5.30 minutes. The animation must all be the student's original work and utilise a camera for the images. A five second classification clapper must be included at the beginning if the content is of a violent or offensive nature. This does not count towards the 3.00 minute minimum length. The product must demonstrate the use of camera, sound and editing as a minimum.

You must be the producer, director, cinematographer, editor (technical) and writer/adaptor. The cinematographer can be a current Media Production Student.

All members of the production crew must be current Media Production students.

* Your USB must be “digitally named” with your TASC ID and year of study. The products contained on your USB must be clearly labelled as such:

- Major_Production_name_of_product e.g. Major_Production_Documentary or
- Minor_Production_name_of_product e.g. Minor_Production_Commercial or
- Minor_Production_name_of_product e.g. Minor_Production_News_Story

** Your product must be exported as a .mp4 or .mov using the following settings:
H264 codec/1080p

*** Adaptation: is the adapting of a literary source to another medium. It is a form of derivative work. Adaptation is a form of criticism and recreation as well as translation.

AREA OF SPECIALISATION – PRINT/DIGITAL MEDIA

A printed hard copy* of THREE products on 100-160gsm paper and presented into some type of protective casing.

Teachers must complete the TRACS submission requirements outlined on the [How to submit student folios TRACS – Help \(tasc.tas.gov.au\)](https://www.tasc.tas.gov.au) page.

- (i) UNIT ONE (Journalism): Minor Production that must be presented as a finished product e.g. a page from a magazine or newspaper– of no more than one page. The minor product must contain original material constituting 95% of the production. Sample minor productions include but are not limited to:
- a one page news story
 - a one page interview
 - a one page profile.
- (ii) UNIT TWO (Advertising): Minor - of no more than one page. The minor product must contain original material constituting 95% of the production. The advertisement should be for a genuine existing product, organisation or public service campaign. Sample minor productions include but are not limited to:
- a one page advertisement
 - a one page promotional poster.
- (iii) UNIT THREE (Narrative): Major Production ** that must be presented as a finished product e.g. a magazine or tabloid newspaper in booklet form. The total publication must have a balance in content, between the written and photographic components and contain original material constituting 90% of the production. The minor products from UNITS ONE and TWO cannot be included as a part of the major product. Sample major productions include but are not limited to:
- 4 page A3 spread (e.g. tabloid)
 - 12 page A4 spread (e.g. magazine)
 - 16 page A5 spread (e.g. booklet).

You must be the producer, editor (technical) and writer of the work presented. You may use a crew for the photography; however, all members of the photography shoot crew must be current Media production students.

* Teachers must keep digital back-up copies of all student productions.

SUPPORT DOCUMENTATION

Your folio must be presented with the following documentation:

1. A word-processed pro-forma for each production. The pro-formas are available on the TASC website. The word count for these documents are:
 - Major Production: between 700 – 1000
 - Minor Production: between 300 – 500.
2. Support documentation for the Major Production*. Support documentation should reflect the developmental processes that led to the creation of the production. The organisation of the documentation is determined by you in consultation with your teacher. This documentation should be word processed; however, handwritten/drawn items should be scanned and printed before being included.
 - Such documentation includes but is not excluded to:
 - production manual
 - visual diary
 - journal
 - production notebook
 - production design plan.

This documentation should include a variety of pre-production, production and post production documents such as:

- scripts/voice over script/documentary questions
- shot lists/storyboards
- equipment lists
- schedules/call sheets/time sheets
- screen captures/contacts/proof sheets
- risk assessment/location scouting sheets
- copyright material clearance/references/call sheets.

*In consultation with your teacher, you should aim for quality of support material as opposed to quantity.

Presentation

You must ensure that:

- all your work is clearly labelled with the course name, year, and your TASC ID
- you complete the appropriate forms as referred to in these guidelines
- your support documentation are clearly labelled
- you submit your printed work in a document tube or A3/A2 portfolio case so that there is no possibility of damage during transport.

ADVICE TO TEACHERS

It is intended that students become accustomed to working autonomously and collaboratively and be secure in the knowledge that the teacher is available for advice. Teachers must keep digital back-up copies of all student productions.

INSTRUCTIONS TO MARKERS

The folio of work will be assessed against:

- Criterion 1: Communicate media ideas and information
- Criterion 4: Implement appropriate design and production processes
- Criterion 5: Use techniques, technologies and skills relevant to media production
- Criterion 6: Apply narrative structures in media
- Criterion 7: Create finished media products

PENALTIES

Markers will be told to reassess work that exceeds the time limits or word lengths specified.

No credit will be given for missing pieces. A reduction to the overall ratings will be adjusted accordingly.

APPENDIX 1

EQUIPMENT REQUIREMENTS

To be able to complete MED315117 Media Production students must have (as a minimum) access to the following items of equipment.

SCREEN (FILM/TV/ONLINE CONTENT)

- digital HD video cameras and associated equipment
- editing suite/post production suite (for example AVID, Premiere Pro, Final Cut Pro, Protools, Audacity etc.)
- studio and location audio recording equipment
- studio and location lighting equipment
- graphic software (e.g. Photoshop, After Effects)
- access to appropriate studio space (preferably soundproof, blackout capacity).

RADIO

- audio mixing console / DAW studio
- telephone interface unit
- microphones and associated equipment
- digital recording devices (studio and location equipment)
- access to appropriate soundproof recording space.

PRINT AND DIGITAL MEDIA

- desktop publishing lab* (including software such as Photoshop, InDesign, Illustrator)
- digital camera and associated equipment
- laser printing
- scanning equipment.

* products produced in Microsoft Word will be not be assessed by the marking panel.