

The Arts

Learning Area Program Overview

2017

Year: 10 Course: Media Arts

Class: 10.1, 10.2

Teacher: Mr Simon James,
Mr Clive Smith

Term 1 Week	Coursework Topics and Texts	Evaluation Strategies
1	Discussion of codes and conventions in media. Introduce Task 1.	Presentation
2	Students to begin written task on the Advertising Campaign Response	
3	Recap on Framing and Composition principles. Introduction to Task 2 (production) – Online advertisement	DUE: Task 1, Advertising Campaign Response, 15%
4	Students will view storyboarding video. Students will begin pre-production pack (shot-list, storyboarding)	Observational assessment of student group work.
5	Students will continue to work on their storyboards for their short films. Storyboards will be captured to computer sorted/cropped and submitted for assessment.	
6	Calendar: Labour Day Holiday - Monday Presentation on Camera Movement principles and shooting for the edit. Students to rewrite shot-list from and add relevant camera movements for short film.	DUE: Task 2, Pre-Production pack
7	Production: Using video cameras students will begin filming each shot of their advertisement in order from their shot list.	Observational assessment of student group work.
8	Production: Using video cameras students will continue filming their advertisement. Footage will begin to be captured to computers.	
9	Production: Students to complete filming their advertisement. Footage to be captured to individual computers.	
10	Post-Production: Students begin editing their advertisement (individually) using Premiere Pro. Practical demonstration #1 on using Premiere Pro.	Ongoing observational assessment of student group work.

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Term 2 Week	Coursework Topics and Texts	Evaluation Strategies
1	Calendar: Student Free Day – Monday Calendar: ANZAC Day Holiday – Tuesday Calendar: House Cross Country - Friday Post-Production: Students continue editing their advertisement (individually) using Premiere Pro. Practical demonstration #2 on using Premiere Pro.	Ongoing observational assessment of student group work.
2	Post-Production: Students continue editing their advertisement (individually) using Premiere Pro.	
3	Post-Production: Students being editing their advertisement (individually) using Logic Pro X adding music, SFX and dialogue. - Practical demonstration- recording voice.	Ongoing observational assessment of student group work.
4	Post-Production: Students continue editing their advertisement (individually) in Logic Pro X adding music, SFX and dialogue.	DUE: Task 2, Online Advertisement, 30%
5	Calendar: Year 10 Exams - Friday Introduce Task 3: Webpage. Students begin mapping out design.	Ongoing observational assessment of student group work.
6	Calendar: Year 10 Exams - Monday - Wednesday Calendar: Student Free Day: Thursday – Friday Practical demonstration using Adobe Muse. Students begin designing landing web page for their online advertisement campaign	
7	Calendar: WA DAY Public Holiday - Monday Students continue to design landing web page for their online advertisement campaign.	Ongoing observational assessment of student group work.
8	Calendar: Parent Student Teacher Interviews - Wednesday Students complete designing their landing web page for the online advertisement campaign.	DUE: Task 3, Webpage, 15%
9	Evaluation sheet.	DUE: Task 2 & 3, Evaluation (online)
10	Media concept and activity: Media Institutions.	

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Term 3 Week	Coursework Topics and Texts	Evaluation Strategies
1	Media codes and conventions - film posters.	
2	Calendar: House Athletics Carnival Wed 27/07 all day Target audiences, expectations and values.	
3	Representation of men and women in the media.	
4	Response to Film posters – note taking and discussion. Response to film posters done in class, using notes generated previous lesson.	DUE: Task 1, Film Posters (in-class) (10%)
5	Practical lessons of photography and camera use. Photo shoot to achieve image for film poster.	
6	Task 2: Film Poster task sheet. Planning. Use of image manipulation software, Adobe Photoshop, to create film posters.	DUE: Task 2, Film Poster Prep Sheet
7	Using Photoshop to complete film poster. Complete evaluation of film poster task.	Ongoing observational assessment of student group work.
8	Discussion of narrative conventions in film. Introduction of Task 3: Film Trailer production. Pre-Production planning of trailer begins.	DUE: Task 2, Film Poster (10%) DUE: Task 2, Evaluation (online)
9	Production schedule, storyboards, script, target audience profile handed to teacher before shooting can commence. Appropriate locations/props/costumes and talent are organised for efficient shooting.	Observations of students working in their designated production role.
10	Calendar: Year 10 Camp - Wednesday – Friday	

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Term 4 Week	Coursework Topics and Texts	Evaluation Strategies
1	Analyse how various segments of the community are represented in the media. Discussing film trailers that cater to dominant values and meet audience expectations.	
2	Practical tutorial on filming technique and composition. Students begin filming for Task 2: Trailer production task. Appropriate locations/props/costumes and talent are organised for efficient shooting.	DUE: Task 3, Film Trailer Pre-Production Planning documentation
3	Students filming for trailer production task.	Observations of students working in their designated production role.
4	Students to wrap filming for trailer production task.	
5	Practical tutorial on basic editing techniques in Premiere Pro. Students will individually edit together their own version of the film trailer.	Observations of students working in their designated production role.
6	Students will be given time to continue to edit the footage for the trailer task. Creating music for film trailers.	
7	Final export of film trailer and submission.	DUE: Task 3, Film Trailer edit
8	Complete all task work. Video or photography mini-task.	DUE Task 3, Evaluation (in-class)
9	Calendar: Year 7-10 EXAMS - Monday – Thursday Video or photography mini-task.	

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