THE ARTS – MEDIA ARTS

WHY STUDY MEDIA?

Media education brings the world into the classroom. It has the capacity to engage, inspire and enrich all students, exciting the imagination and encouraging students to reach their creative and expressive potential. Media Arts gives students the opportunity to create and communicate representations of diverse worlds and tell stories through communication technologies such as television, film, video, newspapers, radio, video games, the internet and mobile media.

Students learn to be critically aware of ways that the media are culturally used and negotiated and are dynamic central to the way they make sense of the world and of themselves. They can learn to interpret, analyse and develop media practices through their media arts making experiences. They are inspired to imagine, collaborate and take on responsibilities in planning, designing and producing media artworks.

Media Arts encourages students to question, evaluate, understand and appreciate their media culture. It inspires students to use media tools creatively and prepares them for a workforce that increasingly demands the use of sophisticated forms of communication. Media Arts teaches students to become active, engaged media consumers and users.

COURSE AIMS:

The study of Media Arts ensures that students develop:

- enjoyment and confidence to participate in, experiment with and interpret the media-rich culture and communications practices that surround them.
- creative and critical thinking, and exploring perspectives in media as producers and consumers.
- aesthetic knowledge and a sense of curiosity and discovery as they explore imagery, text and sound to express ideas, concepts and stories for different audiences.
- knowledge and understanding of their active participation in existing and evolving local and global media cultures.

COURSE ORGANISATION:

The study of Media Arts in Years 9 and 10 is organised in a two year rotation to provide students the opportunity to discover and explore the key concepts and elements of Media Arts, applying story principles and making and responding to Media Arts in a variety of forms
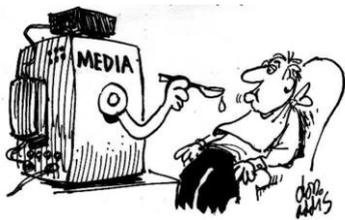
YEAR A - Semester 1 MD531/631/731 Eye Openers: Media As Social Comment

Students investigate the role of the media in making social comment and develop the skills to express their own viewpoints through documentary film. They will create short "One-minute Wonders" on a social issue that affects themselves and their peers as well as a short documentary in a style of their choice.

YEAR A - Semester 2 MD586/686/786   Lights, Camera, Action!

Students will be able to recognise and explain key terms, concepts and issues related to film. By analysing a range of films student will be able to identify the various codes and conventions used to convey meaning in film. Students will also have the opportunity to get behind the camera and emulate roles and practices in the film industry. Students will take on the creative roles of scriptwriter, director, camera operator and film editor to create their own cinema piece.

YEAR B - Semester 1 MD585/685/785 Pump Up The Volume!

Students develop an understanding of the forms and practices used by the music industry to promote popular artists and songs. Students will emulate roles and practices to film and edit an original music video to a song of their choice.

Year B - Semester 2 MD586/686/796 Corporate Image

Students are introduced into the world of marketing and corporate identities. They take on the role of graphic designer to develop a 'brand' for themselves and businesses including logos, business cards and promotional materials.

ASSESSMENT:

Teaching and learning in Media is centred on three strands:
Exploring, Creating/Developing and Responding/Reflecting

Assessment is focused on student understanding and skills in:

- **Exploring** through investigations of and exposure to media forms.
- **Creating** original media form and collaboration with other in the design and production process.
- **Responding** to media works created by themselves and other through discussion and written responses.
- **Reflecting** on learning through journals.