



Highfields State
Secondary College

Semester 1 Course Overview

Faculty: The Arts
Subject: Media Arts
Year level: 9

Achievement Standard:

By the end of Year 10, students analyse how social and cultural values and alternative points of view are portrayed in media artworks they make, interact with and distribute. They evaluate how genre and media and technical and symbolic elements are manipulated to make representations and meaning. They evaluate how social, institutional and ethical issues influence the making and use of media artworks. Students produce representations that communicate alternative points of view in media artworks for different community and institutional contexts. They manipulate genre and media and integrate and shape the technical and symbolic elements for specific purposes, meaning and style. They collaboratively apply design, production and distribution processes.

Semester 1 2022

Unit 1: Video Killed the Radio Star

This unit focuses on the codes and conventions of music videos. In this unit, students make and respond to media arts by exploring the institutions, languages and technologies involved in the design, production and consumption of both conceptual and performance music videos. Students will design and produce music videos in a particular genre, or genres, that intend to meet or manipulate the expectations of an audience. Students will consider viewpoints as they experiment with traditional genres and styles to create new or hybrid works for a purpose. Students will critique, evaluate and respond to a range of performance and conceptual – narrative and non-narrative – music videos, deconstructing technical and symbolic codes and conventions of the genre. Students will develop and refine media production skills to integrate and shape the technical and symbolic elements in visual texts for a specific purpose, meaning and style. Students will refine their use of production skills by working collaboratively to ensure that work meets expectations. Students will develop their understanding of the production processes and expectations of media institutions across different contexts. Students will explore the communication of cultural and social values in Australian music videos, such as those by Aboriginal and Torres Strait Islander artists, for consideration in their own work. They will maintain safety in the use of technologies and in interaction with others, including the use of images and works of others and maintain ethical practices and consider regulatory issues when using technology.

Key Learning:

THEORETICAL:

- Understanding history and cultural influence of the music video genre
- Identifying the safe and ethical use and distribution of music videos
- Understanding and using the technical and symbolic codes and conventions of music videos.
- Understanding and deconstructing representations created in music videos.
- Understand and apply storyboard conventions
- Analyse and evaluate representations in music videos

PRACTICAL:

- Manipulating DSLR technology
- Understanding lighting set-ups and their practical application (butterfly, loop, split, chiaroscuro, smart-side)
- Using editing software (Premiere)
- Experiment with production and post productions processes to manipulate representations.
- Use sound recording equipment and software to record and mix sound.

Assessment:

Task 1	Task 2
Responding	Making and Responding
Case Study	Music Video Project
Individual 600-800 words	Individual or Group Storyboard – 8-12 shots Production – 1-2 minutes
R1, R2	M1,M2,M3,R3