



You will work through the following units as part of Media Production

Unit 1: Journalism

Journalism should accurately portray people and events while taking into consideration ethics, professionalism and the latest technology. This unit introduces the conventions of journalism, ways to be critical of it and some of the issues that confront modern journalism.

Unit 2: Advertising

Advertising promotes products and ideas to target audiences to create commercial interest, and sometimes cultural or social change. We are surrounded by advertised messages. This unit takes us closer to some of the major issues.

Unit 3: Narrative

This unit examines the structures of stories and gives you the opportunity of developing your own narrative through your chosen medium.

Unit 4: Production

The 'Production' unit of Media runs with each practical project you undertake during the year.

How you'll be assessed:

Common types of internal assessments are:

- Screen/Video, Audio and Print products of various types and durations.
- A range of pre-production work from scripts to storyboards.
- Multi-media reflections and reviews on your own and others' work.
- Written

Essays. Success

Criteria:

- Organisation and completion of tasks to negotiated deadlines.
- Responsibility and maturity in the use of equipment, facilities and digital files.
- Willingness to communicate, share and draft ideas with your teacher and peers.
- Motivation to work with a range of Media technologies and genres.

The external assessment for this subject is a 2-hour written exam, and a practical folio of 3 Media works completed during the year. The dates for external exams in November are non-negotiable.

COMPLETION OF WORK

Assessment due dates are provided in the Program of Learning and on Canvas. Work must be submitted by the due date unless an approved extension has been granted. Unapproved late submissions will incur penalties as outlined in the *Completion of Work Policy*. Students needing extensions should contact their subject teacher before the due date with valid reasons, such as illness or unforeseen circumstances.

For more details refer to the Launceston College: [Completion of Work Policy](#).

ACADEMIC INTEGRITY

All senior secondary students in Tasmania are expected to uphold academic integrity, meaning they complete their work honestly and fairly. This includes properly referencing any ideas, images, or information borrowed from others, allowing teachers to distinguish between original and sourced content.

Assignments will be submitted through Canvas, email, hard copy as directed in the task sheet.

For more details, refer to the Launceston College: [Academic Integrity Policy](#).

REFERENCING

The Harvard referencing system is recommended for Modern History. The standards for criterion 3 state that a student must:

- clearly differentiate the information, images, ideas and words of others from the learner's own
- follow referencing conventions and methodologies correctly
- create appropriate, structured reference lists/bibliographies

COURSE DOCUMENT

The TASC website provides considerable information about the course. [Media Production - TASC](#)

OTHER COURSE REQUIREMENTS

- You are expected to come to class with a basic kit of notebook and writing materials
- You will need to supply your own SD cards (2 x 32GB or similar)
- You have access to a large Onedrive storage space, but we recommend the use of a portable hard drive to back up and secure your Media Projects. Synchronising Onedrive between computers can be slow.
- We also strongly recommend purchasing a pair of over-ear, closed headphones for the purpose of editing and quality controlling your media products.
- All other equipment, studio facilities and software are supplied.

Week	Date	Program of Learning 2025	Notes / Assessments
1	6 Feb	Introduction to Journalism	<i>Yr 11s and 12's return February 8 (Thursday)</i>
2	10 Feb	Basic Audio and Camerawork	
3	17 Feb	Basic Audio and Camerawork	'What is Journalism' theory task due
4	24 Feb	Visual Composition and Editing	<i>Wed 26 Feb – Launceston Cup</i> Technical workshop tasks due
5	3 Mar	Documentary and Short journalism formats	
6	10 Mar	Documentary styles and sub-genres	<i>Mon 10 Mar – Public Holiday</i> Short journalism interview drafts due
7	17 Mar	Journalism Production and journalist ethics	
8	24 Mar	Journalism Production and journalist ethics	Journalist ethics task due
9	31 Mar	Short Journalism Production	
10	7 Apr	Short Journalism pieces completion	Short Journalism Production due
Term 1 break – Saturday 12 April – Sunday 27 April			
1	28 Apr	New Media	
2	5 May	The Conventions and Production Values of Advertising	New Media task due
3	12 May	Demographics, message, and Media Influence	
4	19 May	Discourse, Social Values and Representations	'Representations' task due
5	26 May	Market and Audience Research	
6	2 June	Advertising Production	Audience research for advertising due
7	9 June	Advertising Production	<i>Mon 9 June – Public Holiday</i>
8	16 June	Editing and Post-production	
9	23 June	Exam preparation and Revision	Mid-Year Assessments Level 3 & 4
10	30 June	Exam preparation and Revision	Mid-Year Assessments Level 3 & 4 Advertising productions due
Term 2 break – Saturday 5 July – Sunday 20 July			
1	21 July	Introduction to Major Production	
2	28 July	Narrative and Dramatic Structure	
3	4 Aug	Narrative and Scripting	Director studies/media reviews due
4	11 Aug	Tropes, Style, Codes and Conventions	Folio proposals due
5	18 Aug	Scripting and Pre-production	
6	25 Aug	Production	Scripting and Pre-production due for major product
7	1 Sep	Production	
8	8 Sep	Production	
9	15 Sep	Post-production	
10	22 Sep	Post-production	Major Folio drafts due
Term 3 break – Saturday 27 September – Sunday 12 October			
1	13 Oct	Folio Write-Up Pro-Forma	
2	20 Oct	External Folio Completion	Final Folio deadline
3	27 Oct	Exam preparation and Revision	<i>Fri 31 Oct - Moderation Day (LC students work from home)</i>
4	3 Nov	Exam preparation and Revision	<i>Mon 3 Nov – Public Holiday</i>
Exams begin (Monday 10th November) - Exams end (Thursday 20th November)			

ASSESSMENT

Criterion-based assessment helps students see how well they're meeting course outcomes at the end of their study. While there is continuous feedback to guide learning, final assessments focus on showing what students have achieved by the end. Ratings are given as 'A', 'B', or 'C', based on course standards. A 't' indicates partial achievement below a 'C', and a 'z' means no evidence provided.

Schools follow TASC's quality assurance to keep standards consistent. More details are on the [TASC website](#). Final awards are based on both internal and TASC-supervised external assessments.

Criteria

The assessment for *Media Production* Level 3 will be based on the degree to which the learner can:

- 1. communicate media ideas and information*
- 2. analyse journalism and its role in society*
- 3. analyse advertising and its role in society*
- 4. implement appropriate design and production processes*
- 5. use techniques, technologies and skills relevant to media production*
- 6. apply narrative structures in media products *
- 7. create finished media products*
- 8. use time management, planning and negotiation skills

* denotes criteria that are both internally and externally assessed

Award Requirements

The minimum requirements for an award in *Media Production* Level 3 are as follows:

EXCEPTIONAL ACHIEVEMENT (EA)

12 'A' ratings, 3 'B' ratings (5 'A' ratings, 2 'B' ratings from external assessment)

HIGH ACHIEVEMENT (HA)

6 'A' ratings, 5 'B' ratings, 4 'C' ratings (3 'A' ratings, 4 'B' ratings from external assessment)

COMMENDABLE ACHIEVEMENT (CA)

5 'B' ratings, 9 'C' ratings (3 'B' ratings, 3 'C' ratings from external assessment)

SATISFACTORY ACHIEVEMENT (SA)

13 'C' ratings (5 'C' ratings from external assessment)

PRELIMINARY ACHIEVEMENT (PA)

8 'C' ratings

A learner who otherwise achieves the ratings for a CA (Commendable Achievement) or SA (Satisfactory Achievement) award but who fails to show any evidence of achievement in one or more criteria ('z' notation) will be issued with a PA (Preliminary Achievement) award.