Cross-study specifications

For the purposes of this study the following specifications apply. Specific details of the scope of each specifi cation are provided in the unit overviews and in the introduction to the relevant areas of study.

Media products

Media products are the consumable output designed by media creators and producers that are distributed to, engage with, consume and are read by audiences. Media products may be described as tangible or intangible. Tangible media products are determined by the length of time an audience will engage with the product. For intangible products, the creator or producer structures the time the audience will engage with the product.

Media forms

Media products are designed and produced in a wide variety of media forms. The construction of a media product is dependent on the style and genre of the product and the intended audience, location, context and time in which the product was created, produced, distributed, consumed and read by audiences. Media forms refer to technological means and channels by which the media is created, produced, distributed, consumed and read. Media forms include:

* Moving image, for example lm, television, video, animation
* Still image, for example photography
* Audio, for example radio, podcast
* Print, for example magazine, zine, comic, graphic novel, newspaper, poster
* Digital, for example online video and audio, streaming video and audio, podcast, magazine, comic, graphic novel, newspaper, video game, blog, website, app
* Convergent or hybridised media: the combination or joining of two or more media forms, such as photography and animation, print productions and a digital game, augmented and virtual reality products.

Media technologies

Analogue and digital technologies used in the creation, visualisation, planning, production, distribution, consumption and reception of media products.

Media narratives

In VCE Media, narrative is used to describe fictional and non- fictional media stories in all media forms. In narratives the term ‘story’ refers to all events that contribute to the narrative.

Fictional and non- fictional stories are fundamental to the media and are found in all media forms. Media industries such as journalism, filmmaking, publishing and photojournalism are built upon the creation and distribution of stories. Stories are constructed in the form of a systematically organised series of interconnected images, sounds and/or words using media codes and conventions. The creator and the audience share an understanding of both the construction, distribution of, consumption and reception of stories. Digital media forms enable creators and participants to develop and distribute stories in hybrid forms including collaborative and user-generated content, which challenges the traditional understanding of story forms and advances new modes of audience engagement.

Media codes

Technical, written and symbolic tools used to construct or suggest meaning in media forms and products. Media codes include the use of camera, acting, setting, mise en scène, editing, lighting, sound, special effects, typography, colour, visual composition, text and graphics.

Media conventions

Rules or generally accepted ways of constructing form and informing meaning in media products including story principles, form and structure, generic structures, character and story arcs, cause and effect, point of view, the structuring of time, elements of page layout, paper stock for print, titles and credits sequences, hyperlinking and mounting and framing of images.

Media production process

Production processes across media industries have developed to reflect the needs of practitioners. Audience engagement, consumption, reception and the requirement to work under constraints including time, budget and skills, are all central to the media production process. The process identities discrete stages that provide the framework for a media production applicable to all media forms. The stages of the process should not be seen as static or linear; rather they are iterative and interrelated. Underpinning the media production process is ongoing analysis, reflection and evaluation requiring critical, creative and reflective thinking.

The stages in the media production process are:

***Development:*** the ideas, intention, narrative and audience that are the foundation of the production are explored. In this stage other media products are investigated to analyse media codes and conventions, genre, style and the location, context and time when the production was produced. Equipment, materials and technologies are investigated in a range of media forms in relation to the audience and intention. Experiments using materials, equipment and technologies are conducted to develop understanding of and skill in their use.

***Pre-production:*** the production is planned considering the specified audience, intention, narrative and context. The construction of the narrative of the product is planned, including how it will engage, be consumed and read by the specified audience. Media codes and conventions, genre and style, are considered in the construction of the narrative. Documentation and the planning of the production are carried out in visual and written form using tools such as production notes and storyboards. Equipment, technologies and materials to be used in the production are documented. The way the product will be distributed to the audience and the context in which it will be distributed and consumed is also planned.

***Production:*** the planned production design is captured and recorded. Annotations may be added to the production design plan in relation to media codes and conventions and any changes to the production design. Production may be a collaborative process involving a number of people with specific roles or it may be an individual process. Reflection and evaluation of the production can occur through written documentation, oral feedback and/ or visual feedback.

***Post-production:*** the production is re ned and resolved considering the intention, audience and the construction of narrative. Media codes and conventions are used to resolve ideas and to consider the engagement, consumption and reception of the specified audience. Specific equipment and technologies are used in editing. Feedback is sought and the creator and participant will reflect upon the product and its relationship to the specified audience and intent.

***Distribution:*** the product is delivered to the specified audience in a planned context and location. At this point the creator and/or participants will seek feedback for future productions based on audience response and personal reflection.

Media language

Media language is evolving and dynamic. Students develop knowledge and use of the language of media in terms of design, production, distribution, consumption, engagement with, reception, reading and critique of their and others’ media products. They also examine the terms used by media practitioners and institutions.

For the purposes of this study, media language is a framework for both the construction of media products and discussion of the ways the media communicates meaning to audiences. Creators, producers and audiences share an understanding of media codes, conventions and technologies and how these are selected and sequenced dependent on the media form, the intent of the product, genre, style and the making of meaning.

Narrative and Ideology key knowledge & skills

* **Key knowledge**
* the characteristics and construction of media narratives in selected media forms
* how audiences from different periods of time engage with, consume and read media narratives
* the relationship between and the function of media codes and conventions to convey meaning in selected media forms
* the relationship between media narratives and the ideological and institutional contexts in which they are produced, distributed, consumed and read
* the way ideologies shape media narratives
* the relationship between media narratives and audiences
* appropriate media language.
* **Key skills**
* explain the characteristics and construction of media narratives in selected media forms
* discuss how media narratives are constructed, consumed and read by audiences from different periods of time
* analyse the relationship between and the function of media codes and conventions to convey meaning in selected media forms
* analyse the relationship between media narratives and the ideological and institutional contexts of production, distribution, consumption and reception
* discuss how ideologies shape media narratives
* discuss the relationship between media narratives and audiences
* discuss audience engagement with, consumption and reading of media narratives
* use appropriate media language.

**Media Production Development key knowledge and skills**

* **Key knowledge**
* media codes and conventions, narrative, genres and styles appropriate to the selected media form
* structural and aesthetic qualities of media products that engage with and are read by audiences
* research that informs the exploration and development of ideas and skills in a selected media form
* methods for recording, documenting and evaluating research
* media equipment, technologies and processes appropriate to a selected media form and proposed product
* media language.
* **Key skills**
* explore media codes and conventions, narratives, genres and styles appropriate to the selected media form
* analyse how audiences are engaged by structural and aesthetic qualities of media products
* analyse how audiences use structural and aesthetic qualities to read media products
* undertake research to inform the exploration and development of ideas and skills in a selected media form
* record, document and evaluate the exploration and development of ideas and skills in a selected media form
* develop skills in the use of equipment, media technologies and processes appropriate to a selected media form and proposed product
* evaluate the use of equipment, media technologies and processes of the proposed product through documentation
* use media language.

**Media Production Design key knowledge and skills**

**Key knowledge**

* + methods for documenting the specified audiences, narrative and intention of the proposed production
  + media codes and conventions, technologies and processes relevant to the selected media form, proposed
  + audience, narrative and production
  + methods for creating written and visual representations of a proposed production
  + methods for documenting details of production and post-production roles, tasks and timelines
  + media language relevant to the design and production of a media product in a selected media form.
  + **Key skills**
  + document the speci ed audience, narrative and intention relevant to a selected media form and product
  + apply media codes and conventions, technologies and production processes appropriate to the selected
  + media form, proposed audience, narrative and product
  + create written and visual representations of a proposed production
  + document production and post-production roles, tasks and timelines
  + use media language appropriate to the design and production of a media product in a selected media form.

**Media Production key knowledge and skills**

* **Key knowledge**
* production and post-production processes used to realise a media production design
* the operation of equipment, materials and technologies used in the creation of media products
* media codes and conventions relevant to the selected form, product and audience
* reflection and feedback processes to re ne and resolve media products
* methods for documenting development, refinement and realisation of media products
* media language appropriate to the construction and evaluation of media representations.
* **Key skills**
* realise a media production design through production and post-production processes
* operate equipment, materials and technologies in the production of a media product
* apply media codes and conventions relevant to the selected media form, product and audience
* use reflection and feedback to re ne and resolve a media product
* document the development, refinement and resolution of a media product
* use media language relevant to the construction and evaluation of media representations.

**Agency and Control key knowledge and skills**

Key knowledge

* + the dynamic and changing relationship between the media and its audience
  + the influence of both the media and audience
  + the way media is used by globalised media institutions, governments and the individual
  + the rationale for regulating the relationships between the media and its audience in Australia
  + the issues and challenges relating to regulation and control of the media
  + ethical and legal issues in the production, distribution, consumption and reception of media products
  + media language.
  + Key skills
* discuss the dynamic and changing relationship between the media and its audience
* discuss the extent of the influence of the media and media audience
* analyse the regulation of relationships between the media and its audience in Australia
* analyse issues and challenges relating to regulation and control of the media
* evaluate ethical and legal issues in the media
* use media language.