**Media Production Process Sample exam questions**

**Question 5 (3 marks) Describe how you intended to engage the specified audience for which you designed your media product.**

Some points to think about before responding

Having completed your production – you have already articulated your audience

And how you intended to engage them.

Engaging your audience is the central reason for creation and the creators of meaning for any media product

An idea, concept, need, passion or vision is nothing without an audience to bring it to life.

The idea of audience –their needs and desires and how to craft productions that will engage them – underpins every stage in the media production process.

As the creator of media exercises and products, you must keep your audience at the forefront of every aspect of your work. Engaging your audience will influence every creative decision

All media products are designed for engagement and impact, their purpose is to change the audience in some way. How did you want to change yours- what did you want the impact of your production on your audience to be. Here are some possibilities

Educate

Entertain

Shock

Make laugh

Reduce to tears

Outrage

Provide a moment of peace

Encourage a particular behaviour or thought process

Persuade

Please

Think Reflect

So how did you structure your production to achieve these goals perhaps you wanted the emotion of the work to speak to your audience of a deeper truth, or maybe while they were laughing they will also learn the lesson your production is designed to teach

What structural features and symbolic codes and conventions will you use to create the engagement with the text you intend? Your design plan conveyed your intention and the techniques you chose to employ to engage your audience and achieve this intention

This question requires you to describe how you intended to engage your specified audience. So one or two ways you intended to engage them and how you planned to achieve this in your production

**Question 6** (6 marks)

**Describe how the media codes and conventions that you explored were applied in your media production design. In your response, refer to narrative, genre or style.**

This question requires students to describe media codes and conventions that you explored, researched and applied in your media production design

In addressing this question it is useful to revisit the descriptor for AREA of Study 2 Media production development, which states

*Media productions develop out of that which has come before. Media creators and producers frequently reference ideas and techniques that have been developed by others. Collecting, acknowledging and building upon ideas, structures, aesthetics and techniques inform the direction of media productions and an understanding of how audiences are engaged. Students investigate and research a selected media form to inform the development of their proposed production. This research contributes to the direction of their production design.  Students conduct an investigation of aspects of the media form in which they will work, developing knowledge of narrative, genre, style, media codes and conventions and aspects of the works of media practitioners relevant to their proposed production. Students develop production skills that inform the production, design and development of a media product. They record their learning in documented research, annotated production activities, experiments, exercises and reflections.*

**Question 7 (6 marks)**

**Explain how feedback processes used during post-production helped you refine your media product.**

The production, post-production and distribution stages of a media product are a natural progression from the pre-production stage of the media production process. Students move from production into post-production where the manipulation, arrangement or layering of the ideas and material generated in pre-production and production leads to the realization of their production design.

*Media creators and producers reflect on and work with others to gain insight into whether their products communicate their planned intent, refining their products in the production and post-production stages. Students undertake personal reflection* ***and seek feedback on their work****, developing, refining and resolving their product as a result. They document iterations of their production after considering the factors that have influenced the development, refinement of materials, technologies and processes, the resolution of ideas and the effect they have had on the final product.*

*The creation and production of the media product is an individual undertaking. In some cases the implementation of the production design may require the student to work with others. Throughout both the production and post- production stages, the student should be the key principal in the production process. All work undertaken by any cast or crew or external assistance must be under the direction of the student and documented in the media production design plan*

* To gain insight whether the media product communicates the planned intent of production design, the student must seek feedback from others. From the feedback students undertake personal reflection and further refine and resolve their product. This can include:
* ·  Documentation of iterations of the production
* ·  Development, refinement of materials, technologies and processes
* ·  Resolution of ideas.
* The student must document the effects that the refinement has on the final media product. The documentation can be included in the media production design.
* While students may incorporate pre-existing material in media productions, the use of such material may detract from the student’s capacity to develop an individual and/or distinctive product and may not allow a student the opportunity to fully demonstrate management and organisational skills. Any use of pre- existing material should be documented in the production design plan citing the source of the material with reference to recordings or websites.

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In your Media design Plan students were required to document the use of reflection and feedback to refine and realise their media production

* Your plan included evidence of feedback and reflection on the iterations of the media product that were thoroughly documented using media language that effectively supports refinement and realisation
* Detailed evidence of the considered use of feedback and reflection to demonstrate a thorough understanding of the style, genre and the specified audience of the media product
* Detailed evidence of the considered use of feedback and reflection which demonstrated a thorough understanding of the use of media codes and conventions to structure the media product
* You would be aware of how you arranged your feedback sessions their frequency during post production your method of– feedback collection and how you documented this

This question therefore requires students to explain how your feedback sessions/ processes used helped you refine your media product. You need to explain how you arranged your feedback sessions- who provided feedback - how feedback was organised and collected and importantly how you used the feedback to alter- modify – make changes or improvements to refine your media product for your intended audience

Some students used set questionnaires such as the one provided below - whatever your method – you need to clearly explain how you gained appropriate feedback and how you then responded to this to refine your media product