



VCE MEDIA

INFORMATION GUIDE



120
1904
2024
CELEBRATING 120 YEARS

Kilbreda College

VCE MEDIA

RATIONALE

VCE Media provides students with the opportunity to examine the media in both historical and contemporary contexts while developing skills in media design and production in a range of media forms. VCE Media provides students with the opportunity to analyse media concepts, forms and products in an informed and critical way. Students consider narratives, technologies and processes from various perspectives, including an analysis of structure and features. They examine debates about the role of the media in contributing to and influencing society. Students integrate these aspects of the study through the individual design and production of their media representations, narratives and products. VCE Media supports students to develop and refine their planning and analytical skills, and their critical and creative thinking and expression, and to strengthen their communication skills and technical knowledge.

UNIT 1

Area of Study 1

Media representations

The media plays an important role in shaping society and the values and beliefs of the audience. The construction of media products suggests a sense of realism and naturalism that belies their nature as codified representations that reflect the values of media makers and audiences at the time, location and context of their construction. Representations rely on a shared understanding of media forms, codes and conventions and the processes of selection, omission and construction. Representations are influenced by social, industrial, economic and technological factors existing at the time, and in the location and context of their creation, production, distribution and consumption.

Area of Study 2

Media forms in production

Representation, the construction of meaning, distribution, audience engagement, consumption and reception of the media provide the inspiration for students to explore ideas and develop media productions. Students work in two or more media forms to design and create media exercises or productions that represent concepts covered in Area of Study 1. Students evaluate how the characteristics of their selected media forms, which they design and produce, influence the representations and construction of the productions.

Area of Study 3

Australian stories

Stories have always been a pivotal part of culture. Australian media is built on fictional and non-fictional stories that reflect our local, national and global cultural histories. Media creators and producers develop an individual style through the use and crafting of narrative and structures that engage different audiences and their interests. Through engagement with Aboriginal and Torres Strait Islander creators and texts, students develop respect for and recognition of the world's oldest continuous living culture and understand the significant contribution of Australia's First Peoples to the Australian media landscape, through both contemporary and historical media narratives and voices.

UNIT 2

Area of Study 1

Narrative, style and genre

In this area of study students explore and examine how narratives construct realities and meaning for audiences. Narratives are constructed and shaped referencing a rich production history. This includes the personal and distinctive style of media professionals who play leading roles in the construction of the narrative, the selection and manipulation of media codes and conventions that stem from a range of cultures and histories, and the influence and constraints of contextual factors affecting the creation, construction and distribution of the narrative. Genre is an important concept that goes beyond the categorisation of media narratives. Students understand how genres are subject to debate and change.

Area of Study 2

Narratives in production

Narratives are created through a production process that involves the conceptualisation and development of ideas through pre-production, production and post-production processes and distribution. The production and distribution of narratives involves the skilled use of media technologies, often in collaboration with others, where each individual undertakes specific roles and responsibilities required at each stage of the production.

Area of Study 3

Media and change

Developments in media technologies have dramatically altered the media landscape and the relationship between the media and its audiences. New media is a term that applies to contemporary technology used by media producers and audiences, and the social, cultural and economic practices that arise from these contemporary forms. Digital technologies, interactivity, immersive content and participatory practices have become a feature of the creation, production, distribution, engagement with, consumption and reception of the media.

CAREER OPTIONS

- Film Editor
- Film Maker
- Foley Artist
- Journalist
- Producer
- Radio Presenter
- Sound Technician
- Screen Writer
- Television Presenter

UNIT 3

Area of Study 1

Narrative and their contexts

Narratives are the product of creative and institutional practices that represent stories through codes and narrative conventions. The use of codes and narrative conventions influences audience engagement, consumption and reading of narratives. Students consider the use of codes and narrative conventions to structure meaning and explore how a media creator has used these tools to produce a media narrative.

Area of Study 2

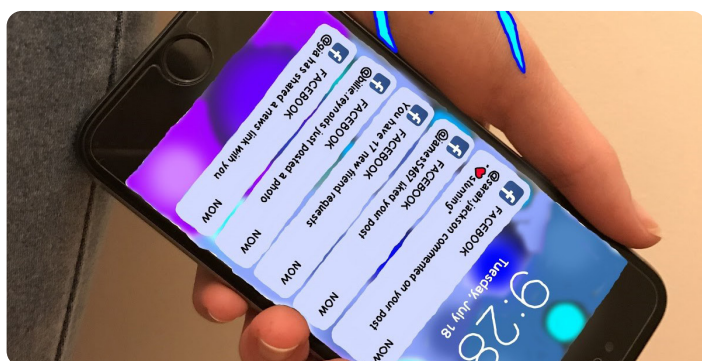
Research development and experimentation

Media production is an evolving practice. 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 informs the direction of media productions and an understanding of how audiences are engaged. Students investigate, research and experiment with a selected media form to inform the development of their proposed production. This research contributes to the direction of their production planning.

Area of Study 3

Pre-production planning

Pre-production involves the development of written and visual planning documents for a proposed product. These documents reflect both creative vision and thorough planning. The media industry has specific methodologies, conventions and workflows for documenting media production in different media forms. These methods vary from form to form and within forms according to the style and/or genre of the proposed product.



UNIT 4

Area of Study 1

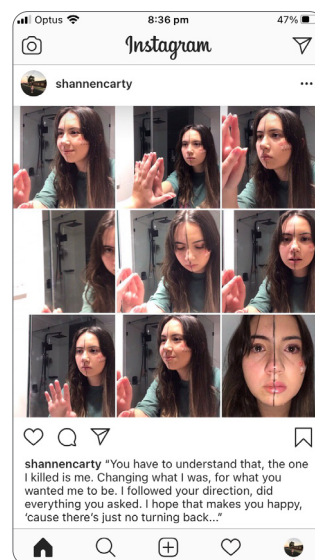
Media production

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 realisation of their pre-production design.

Area of Study 2

Agency and control in and of the media

The relationship between the media and audiences has never been more complex. The contemporary media landscape poses issues and challenges for the way that academics and commentators have traditionally theorised the nature of communication. The media has always been considered to have the capacity to influence, but now the balance of power is shifting and arguments around who influences who have become highly contested. The media and its audiences are now both thought to exercise agency; the capacity to act and exert power.



To find out more information about VCE Media at Kilbreda College, please contact:

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This flyer is correct as of July 2024, however may be subject to change.

