

YEAR 10 MEDIA ART: THE DIGITAL AGE

This subject provides students with specialized knowledge required for social media and digital design industries. It composes both theoretical and practical media knowledge and understanding. The theory involves examining the effects the media has on society; the dangerous human impact, addictive design, data exploitation, polarization and misinformation, manipulation of behaviour and so forth. The practical component involves creating advertisements and social media campaigns, using camera and film equipment and using industry-based editing programs such as Premiere Pro and Adobe Photoshop. Students will develop digital and media literacy skills, essential in the Media and Communications Industry of the 21st Century. Students will use appropriate decision-making skills to find the most effective way to implement ideas, research, create and reflect on media devised from a range of stimuli, in order to develop a personal style.

MEDIA ETHICS

Students delve into the complex world of media ethics, exploring how modern technology influences society and individual behaviour. Through a critical examination of social media, advertising, and digital content, students will uncover media manipulation, data privacy, and the power of algorithms. They will investigate the responsibilities of tech companies by analysing real-world case studies and engage in thoughtful discussions.

AREA OF STUDY

- Influence of technological development
- Characteristics of new media audiences
- Agency and control in the media

OUTCOMES

- Define key media concepts
- Discuss the characteristics of new media audiences
- Discuss Ethical issues in the media
- Explain media is used by globalized media institutions
- Use media language.

SOCIAL MEDIA CAMPAIGN

Students learn to design and execute a compelling social media campaign from the group up. Combining creativity with strategic thinking, students explore the fundamentals of digital marketing, audience engagement, and content creation. They will gain hands-on experience in using various social media platforms to develop ads that resonate with their target audience.

AREA OF STUDY

- Research, development and experimentation
- Pre-production planning
- Media production
- Media forms in production

OUTCOMES

- Use media pre-production, production and post-production techniques and processes
- Apply media codes and conventions to construct meaning in media products
- Operate media technologies
- Use media language appropriate to the design, production and evaluation of media representations