



Media Production and Analysis

External Assessment: Production Submission

General Information

This document contains information for the external assessment of the production component in Media Production and Analysis.

In 2009, all Year 12 students enrolled in at least two Stage 2 or two Stage 3 units in the Media Production and Analysis course will be required to submit work to receive marks for the production component of the external examination.

The Curriculum Council will supervise and conduct the external assessment of the production submission by students undertaking Stage 2 and Stage 3 units. This will take place in a centralised metropolitan location, ensuring standardised conditions and marking comparability.

Further advice on matters related to the administration of Curriculum Council assessment will be published in the Curriculum Council WACE circular. Teachers should also refer to the TEE/WACE examination policy published in the WACE manual and on the Curriculum Council website.

Teachers are responsible for attending to the WACE policy guidelines and for ensuring syllabus requirements are adhered to when submitting the production submission for external assessment.

External assessment weightings

In Media Production and Analysis the external assessment weightings are as follows:

Production submission	50%	Outcomes 1 and 2
Written examination paper (2.5 hours)	50%	Outcomes 3 and 4

Reporting Achievement

For each unit, schools will be required to submit a mark out of 100 to the Curriculum Council. The school numerical assessment will be calculated by the Curriculum Council by averaging the numerical school assessment for the last two units studied in Year 12. The external exam mark (a combination of the production submission and the written component) will be used to statistically moderate the school course mark. In 2009, the Curriculum Council will report a WACE course mark which is determined from the standardised moderated school course mark and the standardised examination mark. For the purpose of ranking students for tertiary entrance, the average of the standardised moderated school course mark and the standardised examination mark will be scaled.

Principles

1. The marking process preserves the anonymity of the candidate and the candidate's school.

This requires that:

- candidates and their work will be identified only by their randomly allocated student number.
- marking occurs in central locations where the work can be displayed or viewed and not wherever possible be identified with a particular candidate or school.

2. The authenticity of the candidate's production submission must be guaranteed.

It is essential that:

- the main development of the production submission takes place in school time.
- work completed away from the school is regularly monitored by the teacher.
- each student signs a statement of authenticity*, witnessed by the supervising teacher and the principal, stating that, in their professional judgement, the work is genuinely his or her own.
- under no circumstance can any teacher work directly on any part of a student's work that is submitted for external assessment.
- a candidate must not submit the same piece of work in more than one course.
(* form to be provided see sample in Appendix 4).

3. Markers will apply a consistent standard to assess the candidate's work.

This requires:

- separate marking guides for Stage 2 and Stage 3 units.
- attendance at a training meeting prior to the commencement of marking.
- trial marking of work to ensure a common understanding of the marking guide.

4. Double marking of candidate's work will be carried out.

This requires that:

- each marker marks the production submission independently.
- where necessary, the chief marker will reconcile significant differences.
- the chief marker will ensure marking consistency throughout by monitoring the marking process.
- marking of production submissions will be concluded prior to the commencement of the written examinations.
- markers will stop viewing and/or listening to the production submission after five minutes or, in the case of print submissions, at 10 A4 pages/prints. Similarly statements and documents will not be considered over the word/page limit.

External production examination requirements

For the purposes of fairness and equity, productions may be submitted as one of the following:

- Audio Visual Productions
- Multimedia
- Radio Productions
- Print Productions
- Photography

(See appendix 1 for Production Sample Elaboration.)

Important

The production submission selected will reflect Outcomes 1 and 2 in the course syllabus and will be taken from either of the final two units of study completed by the student. Teachers are encouraged to assist students in the refinement of their choices, however, it is the student's responsibility to select the production submission for final assessment.

The following guidelines can be used to enable an appropriate selection of the production submission for external assessment:

The production submission should:

- Demonstrate a sustained engagement with media practice.
- Be clearly substantiated in terms of conceptual understandings, as well as functional and expressive use of skills, techniques and technology.
- Ensure the anonymity of individual students and schools as much as possible in all of the visual or written components.
- Be referenced correctly, including copyright

Procedures for Submission

Advice to schools

Productions submitted for external assessment must not be offensive or have objectionable content or be dangerous. The principal audience for the production submission is a marking team, consisting of experienced teachers, who have been exposed to a wide variety of styles, media forms and expressions. While it is understood that submitted productions may challenge established views, it is important to consider and take into account the values of the audience and wider community in general. Consideration should be given to submitting productions that are socially, culturally and religiously sensitive and appropriate.

Copies

Teachers are responsible for keeping, at the school, copies of the production sample, student statement and documentation of production processes that are submitted for the external assessment until such time that this assessment is completed. The school's copies may be photocopies.

Corruption of data

Production samples submitted on DVD or CD should be checked prior to their submission by the teacher to ensure they contain complete and uncorrupted copies of the work. Teachers will be required to sign a declaration that this has been done. (See Appendix 4)

Damage to productions

Some media productions may be damaged in transport or as a result of handling during the marking process. Teachers are responsible for keeping a copy of the production sample for this reason.

Labelling of candidate's work

Candidates and their schools must ensure that support documents do not contain the candidate's name or names of persons associated with the candidate's school or family.

The Curriculum Council will supply labels and cover sheets for the documentation of production processes and template for student statements.

Deadline for submission of materials

All materials must be received at the marking venue by the final date determined by the Curriculum Council so that marking can commence during the October school holidays. Schools will be advised when materials will need to be ready for collection by the Council. Where materials are not ready for the Curriculum Council carrier by the designated time, schools will be responsible for all associated transportation costs and ensuring the materials arrive at the designated examination venue location by the due date. **No late work can be accepted.**

Works submitted after the published date and time will not be marked. Individual candidates who were unable to submit their works due to illness or an unforeseen situation can submit a sickness/misadventure application form.

Submission requirements

Production sample, student statement and documentation will be in a sealable A4 envelope. A candidate's submission must include:

- **Production sample:** (as indicated Appendix 1—Media forms).
- **Student statement:** (as shown in Appendix 2 and 3—Sample form for Part A and Part B).
NOTE: use Curriculum Council template, available as an appendix or electronically on website.
- **Documentation of Production Processes:** a selection of documentation (maximum of 10 single sided pages) from the pre production, production and post production processes that demonstrate the development of ideas for the intended purpose, audience and context of the production.

Media excerpt/s submitted, must be selected from one of the last two units studied by the student.

Student Statement

The student's statement is a concise explanation of the production sample. The statement is an essential supporting document, providing the markers with relevant contextual information. The statement must be completed on the template provided by the Curriculum Council, and be single sided.

Part A: Production background statement (no more than 300 words in length)

- The statement outlines the intention of the production sample being submitted, the development of concepts and ideas, and the intended audience.
- Acknowledgement of research, contextual and other influences on the production.

Part B: Personal Contribution Statement (no more than 500 words in length)

- The statement clearly outlines the role(s) the student undertook and key decisions made during pre production, production and post production.
- If the production was a group task, the student must clearly define the areas of the production for which they were responsible.

Declaration of authenticity forms for external assessment

It is essential that the guiding principle 2 on page 2 is adhered to. The principal and the teacher must guarantee the authenticity of the production and that it is in working order. One folder will be provided to each school by the Curriculum Council for collection of all students' declarations of authenticity (see Appendix 4 Page 10). These will be checked upon delivery to the marking venue, to ensure each declaration has been submitted and signed for each individual production submission.

Adhesive labels for ensuring clear identification of each student's work will be provided, together with instructions for packaging.

Each private candidate completes the declaration form in the presence of a commissioner of declarations. Each candidate undertaking the external assessment production must provide the appropriate paperwork and signed forms. These forms must accompany the work in a separate manila envelope or folder, securely attached to the work. A sample of this authentication form is provided in Appendix 4 of this booklet.

NOTE: If a piece of work is a group project being submitted by more than one candidate, there needs to be a copy submitted by **EACH** member of the group. Each candidate submits their own production sample, student statements and supporting documentation. Candidates select work which best demonstrates the highest achievement of Outcome 2 and therefore may select different parts of a project from other group members.

Documentation of Production Processes

This section includes a selection of documentation which reflects the student's pre-production, production and post-production processes for the production sample that has been submitted. It shows how the student developed ideas and communicates the intentions and messages of the production. The documentation is selected from the work the student has already completed as part of his/her school based assessment.

The documentation may include but is not restricted to, formats such as storyboards, scripts, photographs, layouts, sketches, brainstorm, design proposals, pitches, synopses, summaries of editing decisions, journals etc. The selected work should show the student's highest achievement of Outcome 1 and clearly demonstrate his/her ideas and validate his/her contribution to the Production Sample.

The Documentation of the Production Processes must be **no more than 10 A4 pages in length**, and be collated in order and securely fastened. It should be printed single-sided and stapled in the top left hand corner. Plastic sleeves or presentation folders must not be used.

Copyright acknowledgement

As direct use of stimulus material or copying of another person's work without proper acknowledgment is not permitted, candidates must acknowledge all copyright.

Marking

Appointments of markers

The Curriculum Council will appoint a chief marker who will be responsible for the external assessment process and training. Teachers may apply to be external markers. External markers are employed by the Curriculum Council and are therefore responsible to the Curriculum Council through the chief marker.

The Curriculum Council will allocate, in consultation with the chief marker, a set number of works per marker. These works will be randomly allocated according to the candidate's Curriculum Council student number.

The marking process

The markers will work collaboratively with the chief marker in accordance with the principles of external assessment defined by the Curriculum Council.

The chief marker sets the standards which will be based strictly on the criteria set down in the marking guidelines. Exemplar materials will be selected by the chief marker and used to exemplify standards and levels of production achievement.

Marking of the work will be undertaken by two independent markers who will then reconcile marks if they are not within prescribed tolerances.

Judgements will be compared and a process of reconciliation will be undertaken under the direction of the chief marker.

All independent marks and reconciled marks will be recorded and submitted to the Curriculum Council by the chief marker. The chief marker will then prepare a formal written evaluation report.

Confidentiality of student marks is vital and must not be breached. External markers must not be involved in the marking of students from their own school and must immediately disclose if they recognise a candidate's work.

APPENDIX 1

Production Sample Elaboration

The Production Sample will consist of one of the following:

- **Audio Visual Production:** an excerpt or excerpts from **one** completed production of **no more than 5 minutes duration** will be viewed and marked. The production may include but is not restricted to forms such as film, television, animation. Productions may be submitted on DVD, CD.
- **Multimedia:** an excerpt or excerpts from **one** completed production that can be viewed within 5 minutes will be marked. The production may include but is not restricted to forms such as a computer game, website. Productions to be submitted on DVD or CD and able to be played on Internet Explorer.
- **Radio Production:** an excerpt or excerpts from **one** completed production that can be heard within **5 minutes** will be marked. The production may include but is not restricted to genres such as documentary, current affairs, news, sports program, drama, talk-back. Productions to be submitted on DVD, CD or audio tape.
- **Print Production:** a selection or series from **one** completed piece **no more than 10 pages in length** will be viewed and marked. The production may include pages or pieces from forms such as newspaper, magazine, cartoons, posters, advertisements. Print productions may be submitted on DVD or CD. The pages must not exceed A2 in size.
- **Photography:** a selection or series of photographs from **one** completed production **no more than 10 photographs in length (with or without text and/or captions)**, will be viewed and marked. The production may include but is not restricted to genres such as photojournalism, documentary photography or photography as an art form. Photographs may be submitted on DVD or CD, or mounted on light card to ensure transportability. The pages must not exceed A3 in size.

For reasons of fairness and equity:

If the student is unable to use one of the listed formats (including the nature of multimedia applications), for the submission of the production, he/she must write to the Arts Moderator at the Curriculum Council by the end of March for approval to discuss the possibility of an alternative format.

Equity and inclusivity

An equitable assessment is one which is fair, valid and reliable.

Valid means that the markers are all assessing the same content in the production submission, within and across media forms. This means that markers have a clear understanding of the requirements for submission of bodies of work for external assessment.

Reliable means that there exists a common understanding of the assessment criteria used to measure the achievement against the outcomes. This common understanding and the production submission requirements are outlined in the marking guidelines and criteria, which are established and elaborated through marker training using a variety of production submission samples.

The application of this common understanding provides consistency and state-wide reliability.

To ensure inclusivity in this external assessment, students from rural areas need to be given as much time to complete their production submission as their metropolitan counterparts. To this end, to allow for postage times, rural students can submit the production submission up to 2 days later than metropolitan students.

To ensure fairness in this external assessment, anonymity of student work is essential.

APPENDIX 2 (Part A)

Production Background Statement

The student's statement is a concise explanation of the production sample. The statement is an essential supporting document, providing the markers with relevant contextual information. The student statement consists of two parts (A and B).

Part A — no more than 300 words in length

- The statement outlines the intention of the production sample being submitted, the development of concepts and ideas, and the intended audience.
- Acknowledgement of research, contextual and other influences on the production.

Student number:

--	--	--	--	--	--	--	--

Production Sample (Title and format) _____

Please tick

1. Complete production

2. Production extract

Copyright and References Acknowledgements

All Copyright and use of other persons work or materials used in the submitted works are to be clearly referenced in this section.

APPENDIX 3 (Part B)

Personal Contribution Statement

The student's statement is a concise explanation of the production sample. The statement is an essential supporting document, providing the markers with relevant contextual information. The student statement consists of two parts (A and B).

Part B — no more than 500 words in length

- The statement clearly outlines the role(s) the student undertook and key decisions made during pre production, production and post production.
- If the production was a group task, the student must clearly define the areas of the production for which they were responsible.

Student number:

--	--	--	--	--	--	--	--

Production Sample (Title and format) _____

Copyright and References Acknowledgements

All Copyright and use of other persons work or materials used in the submitted works are to be clearly referenced in this section.

APPENDIX 4

Sample form for Production Sample

DECLARATION OF AUTHENTICITY 2009 External Production Submission

CANDIDATE DECLARATION

Name: _____ School code: _____

Student number:

--	--	--	--	--	--	--	--

Type of submission: _____

As a candidate for the Media Production and Analysis examination in 2009 I declare that all the work submitted was completed by me during 2009, and that, to the best of my knowledge, all the information provided is correct and all references have been acknowledged on the student statement.

Signed: _____ Date: _____

Please note:

1. To maintain anonymity, this declaration form must accompany but must not be attached to the submitted media work.
2. All copyright and secondary visual materials used in the submitted works must be clearly referenced on the student statement form.

WITNESS DECLARATION

SCHOOL CANDIDATES

(To be completed by your teacher and school principal: your work will not be marked if the declaration is not signed.)

Teacher and principal declaration

I declare that, to the best of my knowledge:

- the work contained in this submission was completed in 2009;
- the main development occurred in school time, with regular monitoring of work away from school;
- no teacher or any other person has worked directly on the student's work; and
- the submitted production sample has been checked and is in working order.

Teacher signature: _____ Date: _____

Principal signature _____ Date: _____

PRIVATE CANDIDATES

(A Commissioner of Declarations needs to witness your signature and complete this section.)

Commissioner of Declarations

Name: _____

Address: _____

Signed: _____ Date: _____

Media Production and Analysis

Production Submission — Package Checklist

**NOTE: CHECKLIST FOR EACH CANDIDATE — INDIVIDUAL CONTRIBUTION
(Do not submit this document)**

- | | | |
|----|---|--------------------------|
| 1. | Production Sample | <input type="checkbox"/> |
| 2. | Student Statements (Part A) | <input type="checkbox"/> |
| 3. | and Part B template provided) | <input type="checkbox"/> |
| 4. | Supporting Documents up to 10 A4 size pages (one side only) with Curriculum Council cover sheet | <input type="checkbox"/> |
| 5. | Curriculum Council labels on work as required | <input type="checkbox"/> |