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|  | **State High School** | |
| **Student name:** | |
| **Teacher name: Mr Marshall** | |
| **Date handed out: 13th September 2020** | **Date due: 20th November 2020** |

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| **Subject** | Media Arts |
| **Year level** | 10 |
| **Unit** | Don’t Stop the Music |
| **Technique** | Multi-modal Project   * Treatment * Shot List * Music Video Production |

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| **Task** | You will **design** and **produce** a music video, which **manipulates** media representations to **communicate** new and alternative points of view. Your music video must be suitable for a PG audience. |
| **To complete this task, you must** | 1. Individually **design** a music video idea and **develop** and refine a treatment and shot list which:  * **identify** the type of music video you will make (narrative, non-narrative or performance) * **explain** how you will communicate themes and/or story in your music video. How will you challenge stereotypes and offer alternative points of view? * explain the way you will **manipulate** music video conventions (strange, shocking and bizarre images, visual metaphors) * explain the way you will **integrate** and **shape** technical (e.g. camera work and editing) and symbolic codes (e.g. costume, music, sets, acting style)   Note, your shot list must include the following editing techniques:   1. Graphic match 2. Rhythmic editing 3. Eye-line match 4. Match on action 5. Shot-counter shot 6. Form groups of three, select one design to put into production and assign production roles (camera, editing, sound) 7. Use equipment safely to **collaboratively produce** your music video. 8. Edit your images and video, adding music, titles, transitions, effects and credits, while adhering to the copyright regulations. 9. Submit your completed music video in .mp4 format to your teacher. |
| **Conditions** | * The design element of the task is an individual task, the production component may be group (no more than three) * Treatment 400-600 words (Individual) * Shot list 1-2 minutes (minimum of 15 shots) (Individual) * Music Video Production 1-2 minutes (Group) * Must use copyright free music and images |
| **Checkpoints** | Term 3 Week 10: Discuss concept with teacher  Term 4 Week 2: Draft Treatment and shot list submitted for feedback  Term 4 Week 5: Rushes for music video submitted for feedback  Term 4 Week 9: Completed treatment and shot list submitted as PDFs and music video submitted in .mp4 format |
| **Ownership Declaration** | I declare this assessment piece to be my own work, except where referenced or otherwise indicated. I understand that the consequences of plagiarism will result in copied work being removed from the assignment as well as further consequences being given for this by the school.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Purpose:** to **design** and **produce** a music video, which uses editing techniques to communicate alternative points of view | | | | | |
|  | **A** | **B** | **C** | **D** | **E** |
| **Making** | I produce representations of themes, people and events that sensitively and effectively communicate alternative points of view in a music video. | I produce representations of themes, people and events that effectively communicate alternative points of view in a music video | I produce representations of themes, people and events that communicate alternative points of view in a music video | I produce partial representations of themes, people and events that partially communicate points of view in a music video | I communicate a point of view in a music video. |
| I discerningly and effectively manipulate genre conventions, insightfully integrate and shape technical and symbolic codes to produce and distribute a purposeful and effective music video | I effectively manipulate genre conventions, considerately integrate and shape technical and symbolic codes to produce and distribute an effective music video | I manipulate genre conventions, integrate and shape technical and symbolic codes to produce and distribute a music video | I use genre conventions, shape aspects of technical and symbolic codes to produce and distribute a music video | I sometimes use genre conventions and technical and symbolic codes |
| I purposefully, effectively and collaboratively apply design, production and distribution processes to create my music video | I effectively and collaboratively apply design, production and distribution processes to create my music video | I collaborate and apply design, production and distribution processes to create my music video | I apply aspects of design, production and distribution processes to create my music video | I sometimes apply aspects of design, production and distribution processes to create my music video |

**Comments:**

Signature: Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_