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|  | **Junior Assessment Task** | |
| **Student name:** | |
| **Teacher name: Mr Marshall** | |
| **Date handed out: 20/8/21 Draft due: 1/9/21** | **Date due: 13/9/21** |

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| **Subject** | Film and Media Studies |
| **Year level** | 7 |
| **Unit** | At the Movies |
| **Technique** | Making and Responding (Promotional Poster and Essay) |

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| **Task** | You will design and produce a poster for a new film, television series or video game in a genre of your choosing (Western, Sci-Fi, Action, Fantasy or Horror). The Poster will clearly demonstrate the conventions of your chosen genre and you will explain your design choices in a short conceptual essay. |
| **To complete this task, you must** | 1. **Choose a genre** and create a story idea which uses the conventions of that genre (characters, setting, themes and storylines) 2. **Design and generate a poster** which promotes your film, television series or video game and demonstrates the genre conventions and the appropriate use of technical and symbolic codes (e.g. shot size and angle, colour choices, costuming, set design, font style, lighting*)*. You must think about the tone of the poster and how this reflects your chosen genre. 3. Check your poster includes an image, title, tagline, billing block and release date. You may also include a studio logo and quotes/ratings if you wish. 4. **Explain** your design concepts in **a short essay** which: 5. identifies your chosen genre 6. explains the conventions of the genre 7. explains your story idea 8. explains how your poster demonstrates the conventions of your genre through your design choice |
| **Conditions** | **Length:** 200-300 words  **Time:** 2 weeks class time for poster creation and essay drafting.  **One draft is compulsory for all students in Film and Media Studies** |
| **Checkpoints** | Week 8: Draft poster  Week 9: Draft essay  Week 10: Submit final copy of poster and essay |
| **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.  Student signature: ………………………………………………. Date: …….. / ……… / 2021 |

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| **Purpose:** The purpose of this task is to analyse how social and cultural values and alternative points of view are portrayed and evaluate how genre and media conventions and technical and symbolic elements are manipulated to make representations and meaning in teen films | | | | | |
|  | **A** | **B** | **C** | **D** | **E** |
| **Making** | I made insightful and effective use of genre and media conventions | I made effective use of genre and media conventions | I made use of genre and media conventions | I made use of aspects of genre and media conventions | I made sporadic use of aspects of genre and media conventions |
|  | I am able to show purposeful and effective shaping of technical and symbolic elements for specific purposes and meaning | I am able to show effective shaping of technical and symbolic elements for specific purposes and meaning | I am able to show shaping of technical and symbolic elements for specific purposes and meaning | I am able to show shaping of aspects of technical and symbolic elements for specific purposes and meaning | I am able to show fragmented shaping of aspects of technical and symbolic elements for specific purposes and meaning |
| **Responding** | I can provide discerning evaluation of how myself, other makers and users of media artworks make meaning through the use of:  genre conventions  media conventions  technical and symbolic elements | I can provide informed evaluation of how myself, other makers and users of media artworks from different cultures, times and places make meaning through the use of:  genre conventions  media conventions  technical and symbolic elements | I can provide evaluation of how myself, other makers and users of media artworks from different cultures, times and places make meaning through the use of:  genre conventions  media conventions  technical and symbolic elements | I can provide an explanation of how myself, other makers and users of media artworks from different cultures, times and places make meaning through the use of:  genre conventions  media conventions  technical and symbolic elements | I can provided statements about how myself, other makers and users of media artworks from different cultures, times and places make meaning |

**Comments:**

Teacher signature: …………………………………………………..…………. Date: ………. / ………. / 2021