

12 Film, Television and New Media “Participation” Semester Overview

Unit Context	Task No.	Assessment Task Context	Assessment Task	Due Date
<p>In Unit 3, students explore how audiences participate with moving-image media across multiple platforms. When audiences participate, they consume media content and may be invited to respond or add to the content. Students investigate how technologies and institutions benefit and limit audience participation, considering the social, cultural, political, economic and institutional factors that influence participation. They investigate different historical and contemporary contexts in which audience participation has been made possible by technologies and institutions.</p>	1	<p>Screen Hub is an online community who publish articles about moving-image media products on their website and Facebook. They are looking to publish a series of investigations about how audiences participate in and interact with multi-platform film and television. Multi-platform film and television products encourage audiences to use a range of technologies in real time and across platforms to interact with and share a film or television experience with content producers and other audience members.</p>	<p>Identify and research a multi-platform case (classification MA15+ or lower) which includes both traditional and emerging media platforms. Conduct a case study investigation and present your findings in a written report format. To complete this task, you must:</p> <ul style="list-style-type: none"> ● Explain contexts of production of a specific moving-image media case ● Apply relevant terminology, referencing and written language conventions ● Analyse how interactive features of traditional and emerging moving-image media platforms or formats provide opportunities for audience interaction ● Appraise the impact of audiences participating in your investigated new and traditional moving-image media case 	Week 3
	2	<p>Based in Brisbane, Hoodlum is an award-winning company that has been highly successful in the production of multi-platform content for audiences in Australia and around the globe. They believe that today's fans want story worlds that extend beyond a single screen and they want participatory content that they can play an active role in. Hoodlum is seeking new multi-platform projects to develop as part of their ‘emerging storytellers’ program, sponsored by Screen Queensland's Talent Development Fund.</p>	<p>You must develop a project pitch that presents a story idea over two or more platforms. To do this, you must write an 800–1000 word treatment that symbolises how technical and symbolic codes will enable audiences to participate and interact with the story, construct a 12–24 shot storyboard to communicate the narrative idea and then structure a 45-second to 5-minute pilot sequence for your idea that synthesises your concept, communicating your intended meaning to your audience.</p>	Week 13

