



• MELBA COPLAND

The Arts Media A,T,M



UNITS

Creativity in Media
Media in Context
Narratives in Media
Communicating Meaning
in Media

SPECIALISED MEDIA

Innovation in Media
Adaptation in Media
Entrepreneurship in Media
Independent Study

Students engage in media production and investigate the role of audience, origins, influences and theories of communication. Students will develop an informed critical appreciation of media products, considering media practices, elements, genres, styles, production, techniques and conventions in the construction of meaning. They will interpret, analyse and evaluate the social, cultural and historical significance of media. The study of media equips students with communication skills while also providing continuity with many tertiary and industry courses. In the making of media products, students learn about media codes and conventions, representation, workflow end-to-end production, technology and the production process, to engage an audience.

Contact

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