**UNIT** | **TERM 3 TOPICS** | **ASSESSMENT** | **DUE DATE**
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3 | **Pitch It! (Television Advertising)**  
This unit focuses on television advertising, encompassing a study of advertising categories, the ways in which business and/or products are represented through film languages, and the ways in which an audience is targeted. Students will apply the key concepts: representations, audiences and languages to demonstrate knowledge of production practices.  
During the course, students will learn about:  
- Types of advertising  
- Product placement  
- Branding and image  
- Design and production formats  
**Assessment**: Students will design and produce a television commercial. | **Design**  
Treatment (300-400 words) and  
Storyboard (12 shots) | **Week 5**  
**Draft due:**  
Thurs 16th August  
11A JFO L2  
11B MJE L3  
**Week 7**  
**Final Design due:**  
Thurs 30th August  
11A JFO L2  
11B MJE L3  
**Monitoring of PR:**  
Weeks 7-9  
**Week 9**  
**Production due:**  
Thur 13th September  
11A JFO L2  
11B MJE L3 |
4 | **Stereotypically Aussie: Representations of National Identity in Australian film**.  
Students will study representations of Australia and Australians in moving-image media, with an in-depth study of Australian cinema. They will apply the key concepts: representations and languages to demonstrate knowledge of production practices.  
During the course, students will learn about:  
- Australian Identity  
- Stereotypes and Representations  
- Symbolic and technical codes; elements of mise-en-scene  
- Marketing and producing a national image and product  
**Assessment**: A 600-800 word critique of the representations of Australia and Australians in a designated film. | **Critique** (600-800 words) – Essay | **Week 6**  
**Draft due:**  
Tues 13th November  
11B MJE L1  
11A JFO L3  
**Week 8**  
**Final Due:**  
Mon 26th Nov  
Submit to teacher or office by 3pm |