**Charles Campbell Secondary School – Creative Arts (Media) 2011**

Creative Arts: Assessment Type 1: Product

(50% of your total CA assessment for 2011)

For this section of the course you are required to create two major products **– each worth 25%.** You will determine your main interests and abilities in Creative Arts – Media, and negotiate the two projects with your teacher. You can work alone or in a small group.

Products could include areas such as:

• Advertisements   
• Animated films   
• Art exhibitions  
• Concerts  
• Corporate images and their applications  
• Crafted artefacts for display or sale at a market, fete, or expo  
• Digital products (e.g. electronic games, podcasts, or vodcasts)  
• Educational DVDs  
• Entertainment programs for targeted audiences   
• Environmental design projects  
• Film/video: documentary, narrative (storytelling)  
• Graphic novels  
• Illustrated children’s books  
• Installations  
• Interactive learning games   
• Magazines: print and online  
• Murals  
• Music video clips  
• Musical productions  
• Performances for entry in local and national festivals  
• Photographic exhibitions  
• Presentations for community events (e.g. screenings or performances)  
• Promotional packages (e.g. DVD, print, or online)  
• Public art or craft  
• Scale models  
• Scripts for radio, stage, or film  
• Stage plays   
• Videos for local tourism, on community events, or profiling a local identity  
• Virtual art galleries or museums  
• Websites

You will need to showcase your learning for this section of the course in your website as well as develop your final products in a format suitable for the project e.g. a DVD for a film production, a CD ROM for a website, an Audio CD for a music production, a print based display for poster production and photographic work etc.

Your product will need a planning section, development section and final product section in your website. The website should showcase your learning and show evidence of your work throughout the development of the final product. The final product should include your own evaluation of the product and you are encouraged to seek feedback from others on your product. This could include for example showing your film to other classes and getting them to complete a review of your work, showing your poster production to Visual arts practitioners for feedback, getting music teachers to give feedback on your music production etc.

Evidence for your product development can be in multimodal form – using text, images, audio, video, animation etc. If you are working in a group you will need to make clear your role in the group e.g. in a film production outline your role as a camera operator, editor, actor etc.

Assessment of your products will be based upon the quality of your planning, development and final product. It will also include the quality of your documentation outlined in your website.

Marks for each section of your documentation are as follows:

* Planning - /8
* Development /8
* Final Product /9

TOTAL /25

Due dates:

* Product 1 – end of semester 1
* Product 2 – end of semester 2