

Unit 1 Media

NEW MEDIA



Name: _____

VCE MEDIA UNIT 1 - Representation and Technologies of Representation

AREA OF STUDY 3 New media

In this area of study you study the emergence of **new media technologies**. The impact and implications of new media technologies are considered in the context of the capabilities of the technologies, their relationship with existing media and how they provide alternative means of **creation, distribution and consumption of media products**. You will investigate the **changes, possibilities** and issues that arise from the development of new technologies and how these alter **audience experience and understanding of the media**. Technological advancements in the media occur within the context of the society in which they are **created, developed and used**. Such developments, therefore, not only affect media products themselves but also change the ways audiences think about and use the media. New media may also influence **perceptions of ourselves and the world**. In class you will learn that **development, convergence and proliferation** of technologies change the way existing and new forms of media are **transmitted, exchanged, stored and received**. You will develop an understanding that these changes may also challenge notions of **industry, ownership, copyright, privacy and access**.

Outcome 3

On completion of this unit you should be able to discuss creative and cultural implications of new media technologies for the production and consumption of media products.

Key knowledge

- the nature and features of new media technologies and their relationship with existing media technologies
- creative implications of new media technologies
- changes in media production, distribution and consumption introduced by the emergence of new media technologies
- changes in the ways audiences experience and understand the media due to the emergence of new media technologies
- changes occurring in society as a result of the emergence of new media technologies.

Key skills

- identify and describe characteristics and capabilities of new media technologies
- discuss the relationships between new and existing media technologies
- discuss changes in the ways audiences experience and understand the media as new media technologies emerge
- analyse the creative and social impact of new media technologies, including changes in the production, distribution and consumption.

Advertising Campaign

Your Job: Using the New Media you selected you are to create an Advertising Campaign ensuring that you have the following information included. You can design & present the campaign any way you like.

After reviewing and discussing all the dot points you must make a short moving image of your New Media. This can be in the form of a TV Commercial, Movie Trailer, Animation, Stop Motion etc.

Dot Points – these must be answered prior to making your moving image.

- Target audience of the New Media
- Methods of persuasion – what makes people drawn to it
- A review of the characteristics of the New Media and explain how it works
- A review of the old media technology it may have replaced or updated
- Identify and debate the Advantages & Disadvantages
- Is there any Convergence to your New Media
- How do you individuals interact and consume your New Media
- Has it had any impact on the Media Industry? For example, iTunes and the impact on the Music Industry. Downloading software and the impact on Video Rental Stores – Blockbuster.
- Are there any cultural effects on society
- The relationship between consumers, price and technology. At what price point did or will your New Media become everyday technology rather than access by wealthy and business.
- Are there any future directions or predictions for the New Media

Assessment Rubric

	VH	H	M	L	VL	NS
	5	4	3	2	1	0
Appropriate selection of New Media and finished product – Moving Image						
Have all dot points being considered before beginning your final production						
Outline of the New Media technology, how it works and what it has replaced or converged with						
Discussion about the advantages and disadvantages of the New Media technology over old technology						
Identification and discussion of how the New Media is produced, distributed and consumed.						
Discussion of the future directions and/or developments in this area of New Media. Impacts on society – positive or negative.						
Use of codes and conventions relevant to a moving image.						