



ENGLISH

DURATION OF SUBJECT	FULL YEAR	
FINANCIAL COMMITTMENT	REFER TO FEE SCHEDULE	
COURSE REQUIREMENTS		
COURSE CONTENT		
UNIT 1		ASSESSMENT
The Good, the Bad and the Ugly		Blog - Assignment
In unit two students explore the lifestyles of the rich and the famous. They then research and write their own media article about a celebrity of their choice.		
UNIT 2		ASSESSMENT
Ethical Marketing Let us apply the tricks we have learned. Students become the advertisers as they design and justify a campaign for an ethical product.		Advertising campaign – Assignment
UNIT 3		ASSESSMENT
From Catchphrase to Cash		Short Answer Exam
Opening our eyes to tricks of the trade. How do businesses convince us to part with our hard-earned cash? Students break down the most common tricks and techniques used by advertisers.		
UNIT 4		ASSESSMENT
Bento Box In this unit, students read the famous novel 'The Outsiders' and create an imaginative bento box that transforms their understanding of the text.		Literary Bento Box - Assignment
UNIT 5		ASSESSMENT
Lights, Camera Action		Film Analysis Multimodal
In this unit, students study a rage of films by director Steven Spielberg. They select one to analyse in a multimodal presentation.		Presentation
CAREER PATHWAYS		
Video Finance Home Search Writers Health Journalist Senior Online Digital-Media Business/Financial Interactive Content Manager Legal Sports Associate Videographer Social Producer Social Producer Network State State Business/Technology Multi-Media Director Media Web Shoot-edit Personal Combat		