PAINT A PICTURE - STATIC IMAGE ASSESSMENT - ENGLISH

Setting and Context

This term our focus is Responsible Behaviours - Over the term you have been exploring a range of responsible behaviours in PEH and how these impact on physical and emotional safety.

You will be using this understanding to create a League of Superhero's poster that promotes your 4 focus behaviours. This will be aimed at an audience of your peers.

This activity requires you to develop and structure ideas about responsible behaviours effectively in a visual text (poster) appropriate to the audience (14-16 year old) with control to command attention.

The poster needs to show the development of structured ideas, using visual and verbal language features such as colour, images, layout, slogans and body copy appropriate to the audience

Additional information

Before attempting this activity you should have deconstructed other visual texts. You should also be familiar with visual language features such as:

colour – symbolism, mood, impact
layout – balance, proportion, space, framing
shape – dominance, focus, how other elements or words fit around it
symbolism – use of symbols to represent ideas
lettering – upper/lower case, font, italics, bold, size
texture – symbolism, decoration.

Assessment Information

In this assessment activity you are required to create a static image. Ensure that the static image you submit for assessment:

● develops and structures your ideas
● is appropriate to the audience
● uses visual and verbal language features that are appropriate to the purpose and audience such as images, symbolism, colour, quotations
● uses visual and verbal language features with control to command attention.
● explain the choices you have made in regard to your static image

Assessment task

Introduction

This assessment activity requires you to create a visual text that develops and structures ideas that promote responsible behaviours for 14-16 year old students. You will use language features appropriate to the purpose and audience.

You are going to be assessed on how effectively you develop and structure ideas in a visual text (a poster) that will increase awareness of and promote responsible behaviours. Your controlled use of language features will be appropriate to your audience, will convey the importance of Responsible Behaviours and will command attention.

Task

Welcome to Strategic Designs. You work for one of the most prestigious graphic design companies in the country. The New Zealand League of Superhero's has commissioned your company to create a poster which aims to show 14-16 year olds the responsible behaviours they can use to keep themselves and those around them safe during outdoor activities.. The visual text (poster) will be published on websites, in schools, displayed outdoors, on playgrounds and in sports facilities around the country.

The poster may be completed using ICT software applications, such as Publisher and Photoshop or Postermywall.com, or physically using images, paper, glue etc. If creating as a physical poster, you will need to create a digital version to upload.

The brief

Your visual text must:

● include visual images and text that will appeal to 14 - 16 year old students
● develop and structure the main ideas from your NCEA studies
● use language features that are appropriate to the intended purpose and audience
● command attention
● include a short, relevant slogan or quotation that reinforces the ideas in the poster.

Develop and structure your ideas
1. Research the symbolism of superhero costumes - it should be clear who/what each character is/represents.
2. Use your knowledge of Responsible Behaviours (from you PEH classes) to identify key elements that must be included in your symbols
3. Consider colour schemes and how these relate to emotional and physical safety

For example:

● Create a superhero profile: 	http://www.readwritethink.org/files/resources/lesson-docs/SuperheroProfile.pdf

● List of all superheros and villans: 	https://www.superherodb.com/characters.php?page_nr=1

● Build your own avatar: 	https://superherotar.framiq.com/en/build/

Brainstorm ideas about responsible behaviours and safety, use your own experiences on your PEH activities and trips to help you.

Build and develop ideas so they are credible, connected and structured to create a compelling and well-organised poster. This is done by building on an idea and adding details/examples that link to other ideas in a coherent, whole piece. Aim to produce a poster that tells a story.

Plan the visual text

Brainstorm possible elements for your design. You may consider the following:

- images, colours, fonts and symbols appropriate to your text
- mediums, such as collage, photography, cartoons or painting may be used to appropriately represent your ideas and text
- a short relevant slogan or quotation to reinforce the ideas in the poster.

From your brainstorm select ideas that will work best together. The poster needs ideas that are credible, connected, and structured in a well-organised and compelling manner. To achieve this you will need to produce a unified structure rather than a series of independent elements.

Draft the layout of the poster. Think about the structure of the image and move the individual elements of your design around on the page to create the most compelling effect.

Focus on the purpose

The purpose of the poster is to influence and motivate 14 - 16 year old students to engage in responsible and safe behaviours at all times. Keep this purpose in mind and make your visual and verbal language features work together to achieve it.

Ask yourself the following questions:

- How does the poster command attention?
- Is the main idea developed with details and examples?
- What will your audience remember and understand from the poster?
- What connections will they make between the text and imagery?
- What is the overall message this poster is trying to get across?

Be prepared to remove or change elements that do not work. Only when you are satisfied with your design should you move on to the final production of the poster.

Creating your image

Produce your static image. Use the techniques you decided on during the drafting process. Complete each element and apply each technique with control and care. Aim for consistency of style so that all the elements are integrated as a unified whole. Present your work for assessment together with a written/ oral commentary explaining the various choices that you have made.

Initial Plan/Brainstorm

Brainstorm possible elements for your design. You may consider the following
- images, colours, fonts, symbols appropriate to your text
- mediums, such as collage, photography, cartoons or painting may be used to appropriately represent your idea and text
- a short relevant quote from the text that reinforces the ideas in the poster

Elements	Possible Ideas
IMAGES	
FONTS	

SYMBOLS	
QUOTE	
MEDIUM	
COLOUR/ WHITE SPACE/CONTRAST	

Considering audience and purpose

The purpose of the static image is to highlight the key idea in the text through images and symbols to engage readers to read this text for themselves.

The overall message the static image is trying to get across
How will you communicate this purpose through verbal and visual language features?
How do you intend to target your specific audience?

Considering verbal and visual techniques

It is important that you carefully consider the effect each technique you use in your static image will have. Using the visual and verbal techniques bank below select the techniques you will use and the effect/impact it will have on your audience.

Ask yourself the following questions:

What techniques will I use to ensure my visual text commands attention?

How have I connected both my visual and verbal features?

What details and examples will I use to develop my main idea?

Techniques Bank:

Visual techniques			
layout	dominant/central image	contrast	colour
graphics/supporting images	font	repetition	symbols
framing /borders	White/negative space		
Verbal techniques			
Metaphor/Simile	Cliche	Pun	Oxymoron
Quote	repetition	Hyperbole	personification

ENGLISH ASSESSMENT TAAB

	Working Towards	AT	ABOVE	BEYOND
Purpose and Audience	You are starting to develop an understanding of how to construct a text appropriate to purpose and audience	You are developing understanding of how to construct a text appropriate to purpose and audience	You are showing some understanding of how to construct a text appropriate to purpose and audience	You are showing understanding of how to construct a text appropriate to purpose and audience
Language Features	You are starting to develop use of a wide range of written, and visual language features to create meaning and effect and to sustain interest	You are developing understanding of how to use a wide range of written, and visual language features to create meaning and effect and to sustain interest	You are showing some understanding of how to use a wide range of written, and visual language features to create meaning and effect and to sustain interest	You are showing understanding of how to use a wide range of written, and visual language features to create meaning and effect and to sustain interest
Time Management	**You have not submitted your assignment by the deadline**	**You have not submitted your assignment by the deadline**	**You have submitted your assignment by the deadline**	**You have submitted your assignment by the deadline**
Overall	Working Towards	AT	ABOVE	BEYOND