

## 2021 Y8 ENGLISH ASSESSMENT Creating Meaning : Idea / Language Features/ VISUAL



### Curriculum AOs:

**Ideas:** forms and communicates ideas and information clearly, drawing on a range of sources

**Language features:** uses a range of oral, written, and visual features to create meaning and effect and to sustain interest

**Purpose and Audience:** constructs texts that show an awareness of purpose and audience through deliberate choice of content, language, and text form

### [MHJC Learning Pillars](#)

English and Global Studies

You and your group created a social impact enterprise idea, including a marketing plan.

For your **English assessment**, you will need to do the following:

1. Create a sketch plan of your advertisement, showing what the layout looks like and write a paragraph explaining specific techniques you have used for effect. Think about composition (how the different elements are organised for purpose and audience). Refer to the rubric.
2. Design your advertisement either online or on paper.

Static Image	WORKING TOWARDS CURRICULUM EXPECTATION <4B	WORKING AT CURRICULUM EXPECTATION 4P	WORKING ABOVE CURRICULUM EXPECTATION 4A	WORKING BEYOND CURRICULUM EXPECTATION 5B+
<b>Ideas</b> How well have you considered: <ul style="list-style-type: none"> <li>• your target audience</li> <li>• purpose</li> </ul>	You have formed and communicated ideas clearly.	You have formed and communicated ideas clearly, drawing on a range of sources.	You have formed and communicated ideas clearly, drawing on a range of sources and viewpoints.	You are showing some understanding of how to develop ideas by adding details or making links to other ideas, viewpoints and details.
<b>Visual Language Features</b> How well have you used techniques such as: <ul style="list-style-type: none"> <li>• layout</li> <li>• colour</li> <li>• space</li> <li>• image</li> <li>• font</li> <li>• symbolism</li> </ul>	You are starting to develop use of a wide range visual language features.	You are starting to develop use of a wide range of visual language features to create meaning and effect and to sustain interest.	You are developing an understanding of how to use a wide range of 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 visual language features to create meaning and effect and to sustain interest.
<b>Verbal Language Features</b> How well have you used techniques such as: <ul style="list-style-type: none"> <li>• emotional appeal</li> <li>• catch phrase/ slogan</li> <li>• figurative language such as - alliteration, repetition etc.</li> <li>• adjectives/verbs/adverbs</li> <li>• comparatives/ superlatives</li> <li>• group of 3</li> </ul>	You have selected some verbal language to add information and interest to your text.	You have selected a variety of verbal language to add information and interest to your text.	You have consistently selected verbal language to enhance the meaning and mood for effect of your text.	You have consistently and independently selected verbal language to enhance the meaning and mood for effect of your text.
<b>Accuracy in writing</b> How well have you: <ul style="list-style-type: none"> <li>• edited and proofread</li> </ul>	You have made errors in grammar, spelling and/or punctuation. These are intrusive and affect meaning.	You have made errors in grammar, spelling and/or punctuation. These are intrusive at times, but readers can infer meaning.	You have made some errors, but minimal reader inference is needed. Meaning is consistently clear.	You have carefully edited your writing to ensure you have few (or no) intrusive errors. Meaning is consistently clear.