	Grade Boundary: High Merit
2.	For Merit, the student needs to: • develop and structure ideas convincingly in a visual text • use language features appropriate to audience and purpose, with control, in a visual text. This involves the generally credible and connected development of ideas and structure, and the selection of language features and presentation techniques that are linked to the intended purpose and audience. The student develops and structures ideas convincingly in a road safety poster. Connections are made using a range of symbols to present convincingly developed ideas on the balancing act of texting and driving. This is shown in the awkward way that the phone is held between the finger (1), suggesting how dangerous it is. A clear message given with the large text stating 'Stop It' (2). The student uses language features appropriate to the purpose and audience with control. Some use of colour and symbols is effective. The placement of the imperative 'Stop it!' between the top to the bottom of the dominant image helps to unify the image. To reach Excellence, the language features used need to command attention. This may be achieved through colour selection and proportion. It is unclear why 'it!' is white, outlined in red. A larger font for the second part of the slogan (3) could be used to reinforce the importance of the danger of texting while driving.