In this assessment I will be evaluating your ability to:

- interpret the basic static principles and design a poster for a specific target audience
- create a convincing static image through personal interpretation and explain your choices in a text
- understand the various visual features.
- understand the effect of these features.

Step 1

Determine what images, font, color etc you wish to use in your poster ...Research the dangers of the internet, examine and explain your chosen community issue identified in Global/ Social Studies – PLAN – BRAINSTORM Draw Paint etc ...please do not cut and paste but gimp and create an original work of Art.

Step 2

Create and design your poster for the desired audience. Use techniques - layout, image, contrast and

Explain your choices of design from layout, image, contrast, graphic or image, font or lines

Step3 and4

Write your essay ...3 paragraphs 200 maximum using TEXAS in each paragraph on either layout, image, contrast, graphic or image, font or lines

Pick any 3 of these and explain WHY you used and what effect it has on the Audience

T- Topic Sentence

E- Explanation of Topic Sentence

X- Example – specific to Topic Sentence

A – Analysis – why was this used

S – Summary of all points

Purpose :Message;subject;effect it is
Meant to have on people
Does it inspire , motivate or encourage

Medium
How the message reaches audience:
Where it is found, type of image

Your
Static
Image
Designed
Using the Static
Resource Guide

Audience : Who is it aimed at and
Intended to influence

Techniques
Methods used to achieve the purpose;
Dominant feature, color, layout ,font,
Lines, image or graphic etc

Impact :
Effect on Audience;how effective
And influencing it is ?
Will this flag represent a new merged New Zealand

Create a visual text YEAR 9

	Working Towards Curriculum Expectation	At Curriculum Expectation	Above Curriculum Expectation	Beyond Curriculum Expectation
Using text conventions to express ideas	You are working towards creating a visual text that is relevant to the task, **often** including appropriate and deliberately selected structures and conventions which support the text's purpose and ideas (Structures and conventions include visual techniques, verbal techniques, tone and register)	You have **created a visual text** that is relevant to the task, **consistently** including appropriate and deliberately selected structures and conventions which are linked to the text's purpose and ideas (Structures and conventions include visual techniques, verbal techniques, tone and register)	You have created an effective visual text which conveys ideas and purpose through deliberate use of structures and conventions. (Structures and conventions include visual techniques, verbal techniques, tone and register)	You have constructed a compelling visual text which draws together deliberately selected structures and conventions to enhance the viewer's understanding of your intended ideas and purpose (Structures and conventions include visual techniques, verbal techniques, tone and register)
Evaluating effectiveness of techniques	You are working towards explaining most of your choices in detail	You have explained most of your choices in detail	You have explained your choices and linked these to your overall purpose	You have described how your choices enhance your purpose most of the time, and you may have started to discussed how they may position the viewer
Accuracy in Writing	You have made errors in grammar, spelling and/or punctuation which are intrusive and affect meaning.	You have made errors in grammar, spelling and/or punctuation which are intrusive **at times, but readers can infer meaning.**	You have made minor errors. Meaning is consistently clear.	You have made few to no intrusive errors. Meaning is consistently clear.