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 text etc you wish to use in your poster. You have researched your household water consumptions by unpacking the water bill and observing water usage patterns. In your observations you have noted length of showers (at 9 litres a minute) use of dishwashers and washing habits etc. You will create a poster that encourages us to save water. You will use the information from your research.

Step 2

Create and design your poster for the desired audience. Use technique : layout, image, contrast and colour ,Text Lines

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

Step3 and4

Write your essay ...3 paragraphs 120 maximum using SEXY in each paragraph on either layout, image, contrast, graphic or image, font or lines or Text

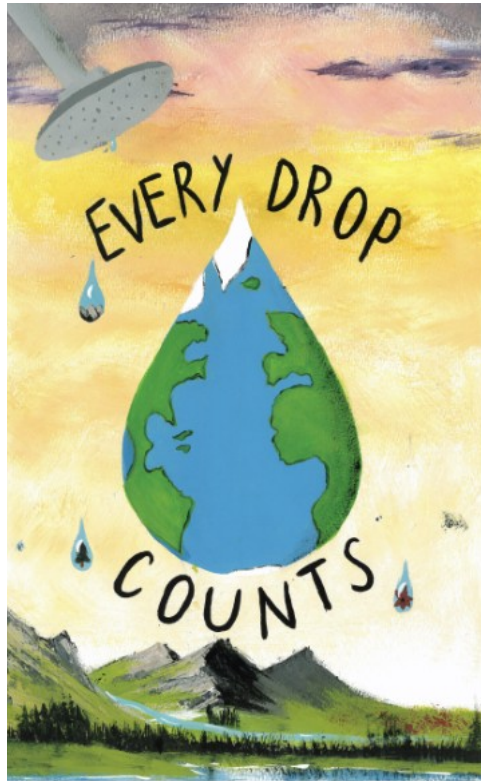Pick any 3 of these and explain WHY you used and what effect it has on the Audience

S – Sentence main statement

E – Explaining the first sentence

X- Specific Example

Y- Your Opinion

EXAMPLE OF A POSTER
LAYOUT AND DESIGN

For layout an image of the world representing a teardrop is used. (S)
I used this to create an impact that the world is crying and been abused by humanity use of natural resources (E)
Drinking water is a renewable resource that needs to be protected. (X)
In my opinion without water life will seize to exist (Y)

Create a visual text YEAR 8

	Working Towards Curriculum Expectation	At Curriculum Expectation	Above Curriculum Expectation	Beyond Curriculum Expectation
Using text conventions to express ideas	You are working towards forming and communicating clear ideas in a visual text, using some conventions and characteristics (including visual and verbal techniques) which are appropriate for the text's purpose and audience most of the time (Structures and conventions include visual techniques, verbal techniques, tone and register)	You have created 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)
Evaluating effectiveness of techniques	You are working towards explaining some of your choices	You have explained some of your choices	You have explained most of your choices in detail	You have explained your choices and linked these to your overall purpose
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.