

	<p><b>St. Agnes Catholic High School</b></p> <p><b>English</b></p> <p><b>Year 7</b></p> <p><b>Images of Australia</b></p> <p><b>2019</b></p>	<p>Student Name:</p> <hr/> <p>Teachers Name:</p> <hr/>
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<b>Year:</b>	7
<b>Course:</b>	English
<b>Unit Title:</b>	Images of Australia
<b>Due Date:</b>	Term 3, Week 8 Friday 13 <sup>th</sup> September, 2019, 2.25 pm.
<b>Weighting:</b>	25%

<b>Outcomes to be Assessed:</b>	<p>EN4-2A effectively uses a widening range of processes, skills, strategies and knowledge for responding to and composing texts in different media and technologies</p> <p>EN4-4B makes effective language choices to creatively shape meaning with accuracy, clarity and coherence</p> <p>EN4-6C identifies and explains connections between and among texts</p> <p>EN4-8D identifies, considers and appreciates cultural expression in the text</p> <p>EN4-9E uses, reflects on and assesses their individual and collaborative skills for learning</p>
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<b>Context for the Task:</b>	<p>Students are exploring the central idea of what it means to be Australian and the many influences that have shaped the image of Australia. By examining a wide selection of texts, students come to appreciate the many quintessential and diverse representations of the nation and its peoples.</p>
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<b>Task Rubric:</b>	<p>Students will be assessed on their ability to:</p> <ul style="list-style-type: none"> <li>● plan and create an iMovie promoting Australia's varied environment and culture</li> <li>● use a range of visual techniques to engage and persuade an audience</li> <li>● prepare a written analysis explaining the representation and the effectiveness of the chosen advertising techniques</li> </ul>
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## How to submit

The assessment task has **2 parts**:

- 1) **iMovie** – submit via your English Google Classroom by 2.25pm, on Friday 13<sup>th</sup> September, 2019 - Week 8.
- 2) **Justification** – submit via your English Google Classroom by 2.25pm, Friday 13<sup>th</sup> September, 2019 - Week 8.  
In your justification use Arial or Times New Roman font, size 11 font.

**Students will be given 4 lessons in class to work on this assessment.**

Late Assessment tasks will receive the following penalties:

- 1st day late: 10% off final mark
- 2nd day late: another 20% off final mark
- 3rd day late: another 20% off final mark
- 4th day late: a Zero mark will be given and students will receive an 'Unsatisfactory warning' letter.

Work that is plagiarised (copied from another source) will also receive a mark of Zero.

Sources that have been used in your assignment need to be acknowledged in a bibliography.

Computer/ printer malfunctions are not considered a valid excuse for submitting an assignment late.

## Your task

### 1. Promotional Advertisement

**Create a TV advertisement using iMovie that promotes a particular destination in Australia (such as Tasmania, Queensland, South Australia, Victoria, Western Australia, Sydney, Kakadu, Great Barrier Reef) to people around the world.**

Think about what would make people want to visit. For example, the landscape (including infrastructure); the people; special interest activities such as scuba diving.

Also consider the various texts, discussions and images of Australia that have been explored in class.

**You will need to incorporate persuasive techniques such as rhetorical questions, repetition, testimonials or slogans.** Your presentation must be 1.5 - 2 mins in length.

If you are unable to access iMovie, please speak to your teacher about using an alternative application.

## **2. Justification and Reflection**

In **500 words**, you are to:

- a. Explain why you chose these images.  
(Who is the intended audience for the ad? Do the images make people want to visit this area? (100 words)
  
- b. i) List at least 3 advertising and/or persuasive techniques used in your advertisement.  
ii) Explain your use of these advertising and persuasive techniques and analyse their effectiveness (200 words)
  
- c. Reflect on the process of making the advertisement and the finished product. What do you think worked well and what would you change? (200 words)

## Marking Criteria

Marking Criteria Description	Mark	Range	Mark
<b>A grade</b> <ul style="list-style-type: none"> <li>● Creates a sophisticated advertisement for an Australian destination, using an extensive variety of appropriate images, language and sounds</li> <li>● Extensive choice of visual and persuasive techniques which encourage the chosen audience to visit</li> <li>● Includes a highly developed explanation justifying choices made in the creation of the advertisement and a perceptive reflection on the process and final product</li> </ul>	<b>17-20</b>	<b>A</b>	
<b>B grade</b> <ul style="list-style-type: none"> <li>● Creates an engaging advertisement for an Australian destination, using a thorough variety of appropriate images, language and sounds</li> <li>● Thorough choice of visual and persuasive techniques which encourage the chosen audience to visit</li> <li>● Includes a well-developed explanation justifying choices made in the creation of the advertisement and a thoughtful reflection on the process and final product</li> </ul>	<b>13-16</b>	<b>B</b>	
<b>C grade</b> <ul style="list-style-type: none"> <li>● Creates a sound advertisement for an Australian destination, using some appropriate images, language or sounds</li> <li>● Sound choice of visual and persuasive techniques to encourage the chosen audience to visit</li> <li>● Includes a sound explanation justifying choices made in the creation of the advertisement and a sound reflection on the process and final product</li> </ul>	<b>8-12</b>	<b>C</b>	
<b>D grade</b> <ul style="list-style-type: none"> <li>● Creates a basic advertisement for an Australian destination, using images, language or sounds</li> <li>● Basic incorporation of visual or persuasive techniques to encourage the chosen audience to visit</li> <li>● Basic explanation or justification of choices made in the creation of the advertisement and a basic reflection on the process or final product</li> </ul>	<b>4-7</b>	<b>D</b>	
<b>E grade</b> <ul style="list-style-type: none"> <li>● Elementary advertisement for an Australian destination, using images, or language, or sounds</li> <li>● Elementary attempt to incorporate visual or persuasive techniques</li> <li>● Elementary attempt to explain the choices made in the creation of the advertisement</li> </ul>	<b>1-3</b>	<b>E</b>	
<b>DND grade</b> <ul style="list-style-type: none"> <li>● Non-attempt or non-serious attempt</li> </ul>	<b>0</b>	<b>DND</b>	

Mark awarded	Grade awarded	Signature	Date

**Teacher's Feedback:** Indicate at least one area of achievement and one of improvement.

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**Teacher Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Justification and Reflection for Promotional Advertisement

Question or statement	In your answer, think about:
<p>Explain why you chose these images. <b>(100 words)</b></p>	<p>Who is the advertisement aimed at/who is the intended audience? How did this affect your choice of images? Why do your images make people want to visit?</p>
<p>Explain your use of advertising and persuasive techniques and analyse their effectiveness <b>(200 words)</b></p> <p><u>Possible Persuasive/Advertising Techniques</u></p> <p>Intended audience Emotional appeal Slogan Repetition Appeal to the senses Inclusive language</p> <p>Establishing shot Medium and close up shots Sound effects Dialogue Music Lighting</p>	<p><u>Choice of Persuasive/Advertising Techniques</u></p> <p>Why have you chosen a particular advertising/persuasive technique? What is the effect of the chosen technique? Overall, how effective are these techniques in promoting your destination?</p>
<p>Reflect on the process of making the advertisement and the finished product. What do you think worked well and what would you change? <b>(200 words)</b></p> <p><u>Possible Production Elements to discuss</u></p> <p>Conventions Production process Editing choices Shot sequences</p>	<p>How well did you include the conventions (different parts ie. lighting, camera shots, sound/music) of an advertisement? How did the production elements affect the final product? If you were to recreate your advertisement, what would you do to improve it?</p>