**TASK 1b: Tourism Posters**

**Due Date: 2019 Weighting: 10%**

**Type of assessment – Responding**

**Task 2:** Adopting the persona of a character, respond to the social environment and central tensions featured in one of the studied fictional texts.

Content focus:

* Consider the ways in which main ideas, values and supporting details are presented in fictional texts
* Manipulate language features such as tone, accent and vocabulary to influence responses

***Weighting = 9%***

***Due = 2nd Dec. 2016 (T1, W7)***

Content focus:

**What you will need to do:**

* Prepare an oral recording of 2-3 minutes which explains your reasons for choosing the particular visual and written elements of your poster
* Outline your target audience and how your posters apply to that target audience
* Explain what you like about the poster
* Provide some ideas of improvements you could have made for your poster.
* Explain how your posters fit the AIDA formula used for marketing.
* Hand in a written explanation of the above as well. – 250 words minimum

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| **Marking Key** | **Marks** | |
| **Engages with the question** | **1–5** |
| Effectively answers all aspects of the task. |  |
| **Expression** | **1–5** |
| Speaks fluently with a good control of vocabulary, tone and pace. |  |
| **Structure** | **1–10** |
| Develops a coherent structure that:  Names and describes a target audience  Explains how they have used the AIDA formula  Explains choices of written and visual language used.  Concludes with what improvements could be made  Stays within the time period. |  |
| **Text structures and language features** | **1–10** |
| Analyses how a breadth of visual and written elements communicate ideas and provide a representation of Australia. |  |
| **Total** | **/30** |

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