

<b>Year 12 English Design</b>	<b>Strand:</b> <b>Speaking, writing, presenting, reading.</b>
---------------------------------------	------------------------------------------------------------------

<b>Key Competencies</b>	<b>The Learning Context</b>
Using Language Symbols and Texts (written, oral, visual).  Thinking.  Relating to others.	Target local businesses to see whether they would like students to design an advertisement/card or product package for their company. Students are required to present their ideas to the company.  <ul style="list-style-type: none"> <li>• Students identify and communicate with a particular business – see what the nature of the business might be and what sort of image they might want to portray.</li> <li>• Students locate examples of other similar businesses; find out what makes a “good” advertisement/package/card, visual and verbal.</li> <li>• On the basis of the knowledge in (a) and (b) students design and produce an advertisement/business card/package.</li> <li>• The card/advert/package taken back to the business where the student explained what they have done and why – seminar situation. Feedback from the business is sort and acted on.</li> <li>• Debrief – what worked/what didn’t/what would you do next time? Evaluation (self).</li> </ul>
<b>Enterprising Attributes</b>	
Negotiating.  Effective communication.  Creative and lateral thinking.  Problem solving.	
<b>Content</b>	<b>Assessment Ideas</b>
Learn how language and visual features combine to give information/have an effect.  Learn how to present information visually and verbally for a particular purpose and audience.  Questioning & interviewing skills.	<ul style="list-style-type: none"> <li>• Unit standard – Presenting Visual Image.</li> <li>• Achievement Standard or Unit Standard – speech presentation.</li> <li>• Research /questioning/ interviewing skills.</li> </ul>