

PART C: COMMUNICATION PRODUCTS (VISUAL DESIGN)

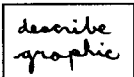
Value: 12 marks

Suggested Time: 20 minutes

INSTRUCTIONS: Answer question 2 in the **Response Booklet**. Use the **Organization and Planning** page to plan your work.

Read the situation below and create an appropriate visual design (complete with title). Use a variety of text, visuals, and graphics to support the message.

You may use some of the following symbols in your visual design.

- underline words to indicate *italics*
- **circle** words to indicate **bold**
-  use a box to indicate the look and placement of a graphic

2. Scenario:

You are **MacKenzie Jones**, a grade 12 student at Eaglestream Secondary School. The local newspaper is reporting a proposal to build a new arena in your community.

Task:

Read the information below. Create an effective advertisement to appear in your local newspaper, informing your community about the public meeting to be held regarding the arena proposal. Your advertisement should include information on the issues involved, and should encourage people to attend.

Information:

You and your high school friends Gregg and Marlo are discussing today's newspaper headline.

MacKenzie: "What do you think of the plan for the new arena? There's a public meeting to discuss it on May 3."

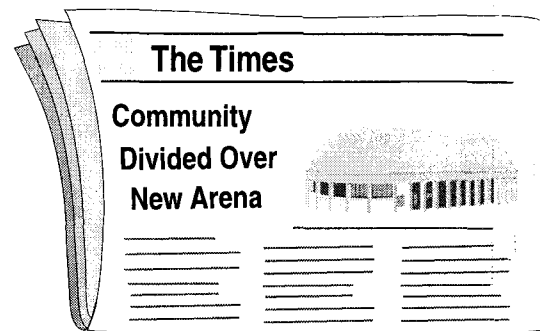
Gregg: "I think we really need it. My hockey team is begging for ice time right now."

MacKenzie: "Yeah, not to mention my figure skating club."

Marlo: "But do you realize what the costs will be? How can our little community afford it?"

MacKenzie: "If you look at the long term, it'll start paying for itself in about ten years."

Gregg: "Right, and meanwhile there's such a thing as a loan."



Marlo: "I don't know. It seems a little over the top. Plenty of people don't play ice sports or even go out to watch."

Gregg: "Don't forget that the arena could also be used for other kinds of events like concerts, or how about grad?"

Marlo: "But think of the traffic problems it would create."

MacKenzie: "Okay, but think of the construction jobs. And once it's built, *we* might even get a job there."

Gregg: "Well, whether we agree with the arena proposal or not, let's make sure that as many people as possible attend the meeting. It'll be at Windsor Hall at 7:30."

MacKenzie: "Good thinking. Let's get going!"

SCORING GUIDE FOR VISUAL DESIGN (PART C)

SCALEPOINT	CONTENT
6	<p>This superior response is thoughtful and creative. The product need not be error free.</p> <ul style="list-style-type: none"> • Clearly demonstrates understanding of context, audience, purpose • Effective; includes all significant details • Logical in organization; uses parallel structure; layout is balanced • Effective titles and headings; effective emphasis • Effective use of visuals and graphics
5	<p>This very good response is clear and effective. There may be minor weaknesses in the product.</p> <ul style="list-style-type: none"> • Shows understanding of context, audience, purpose • Accurate; includes most significant details • Logical in organization; uses parallel structure; layout is generally balanced • Appropriate titles and headings; appropriate emphasis • Appropriate use of visuals and graphics
4	<p>This competent response is generally acceptable. There may be gaps or weaknesses in the product.</p> <ul style="list-style-type: none"> • Generally appropriate for context, audience and purpose • Appropriate details, but may include some redundancy • Evidence of organization and parallel structure; layout may lack balance • Acceptable titles and headings; acceptable emphasis • Acceptable use of visuals and graphics
3	<p>This adequate response is minimally acceptable. There are gaps or weaknesses in the product.</p> <ul style="list-style-type: none"> • Minimally acceptable for context, audience and purpose • May contain redundancy or irrelevant details/details may be weak or missing • Layout lacks balance • Some evidence of organization; parallel structure and appropriate emphasis are weak • Titles, headings, visuals and graphics are weak or missing
2	<p>This inadequate response is incomplete and unclear. There are significant gaps or weaknesses in the product.</p> <ul style="list-style-type: none"> • Less than minimally acceptable for context, audience and purpose • Contains redundancy or irrelevant details/significant information is missing • Layout lacks balance • Little evidence of organization; lacks parallel structure and appropriate emphasis • Titles, headings, visuals and graphics are missing or unacceptable
1	<p>This unacceptable response does not meet the purpose of the task. Significant information is omitted and the layout is inappropriate.</p>
0	<p>This response is off topic or unintelligible. A zero can be assigned only by the marking chair or designate.</p>
NR	<p>No response is given. Papers which are left blank will be given a mark of NR (No Response).</p>