



# ORANGE HIGH SCHOOL

## ASSESSMENT TASK NOTIFICATION

<b>Subject</b>	Agriculture
<b>Topic</b>	Viticulture and marketing
<b>Class Teacher</b>	Campbell and Carroll
<b>Head Teacher</b>	D Wait
<b>Year</b>	2019
<b>Date Given</b>	Week 6
<b>Date Due</b>	Week 8
<b>Weighting</b>	15 %
<b>Outcomes</b>	5.3.2 investigates and applies responsible marketing principles and processes 5.3.3 explains and evaluates the impact of management decisions on plant production enterprises

### Task Guidelines:

Task Overview –Research and produce written report detailing **RED** wine production and written analysis of three (3) given wine labels to compare the marketing strategies.

Section 3 - Create and produce a wine label for either Cabernet Sauvignon or Rosé.

**Part 1 –Wine production** - Outline the steps and processes in the production of **red wine** in Australia

Use flowcharts, diagrams and pictures to illustrate your answers.

**Part 2 – Label comparison** - Critique of wine 3 given wine labels.

Compare three given wine labels and evaluate which labels are more visually appealing to consumers. Positive and negative features for each label and reasons why you would choose a wine based on the label design and information.

**Part 2 – Wine Label** - Create your own wine label for either Cabernet Sauvignon or Rosé

Utilise wine labelling requirements for Australia <https://www.wineaustralia.com/labelling> .

The design must include the following information: brand name, volume, designation, country of origin, alcohol content, allergens, lot number, standard drinks, variety, region, vintage (year).

Your label must also include a wine description on the back of the wine label.

### Non-completion of Task:

If you know you are going to be away on the day that the task is due, you must make alternative arrangements with your teacher beforehand. If you are suddenly away on the day that the task is due, you must contact your teacher or Head Teacher on your return to school. Documentation will be required in both classes.

### Plagiarism:

Plagiarism, the using of the work of others without acknowledgement will incur serious penalties and may result in zero award. Any cheating will also incur penalties.

**Failure to follow the above procedures may result in a zero award.**

**The policies and procedures that are outlined on the ROSA booklet will be followed regarding the non-completion of assessment tasks.**

**Marking Rubric:**

	<b>Description</b>	<b>Mark guide</b>	Mark
<b>Part 1 Wine production</b>	Detailed explanation of red wine production. Addressing each production step in extensive detail. Utilises flowcharts, diagrams, and pictures to illustrate the process clearly.	10-8	
	Most production stages addressed in detail. Use of diagrams and pictures to address stages of production.	8- 5	
	Briefly outlines some production stages with basic detail.	5-3	
	Wine production process addressed in very limited detail	3-0	
<b>Part 2 Comparison of wine labels</b>	Effectively analyses the features of 3 wine labels which impact the saleability of wine. Describes features that would make the product visually appealing. Students makes an overall judgement of which label appeals to them the most and provides a justification.	10-9	
	Outlines features of the 3 labels that improve saleability. No comparison is made between the labels OR only makes comparison with 1 label.	8-5	
	Limited comparison of wine labels to determine which one is the most effective	4-2	
	Comparison of wine labels very limited or not addressed	1-0	
<b>Part 3 Creation of wine label</b>	Successful design a wine label that includes all the relevant components including brand name, volume, designation, country of origin, alcohol content, allergens, lot number, standard drinks, variety, region, vintage (year). All information is written according to the requirements of wine Australia and relevant to the variety chosen. Label is creative and appeals to the target consumer group including description of the wine.	20-15	
	Wine label includes most of the relevant components listed above. All information included is written in accordance to the requirements outlined by wine Australia. Label shows high level of creativity that may appeal to a target group.	15-10	
	wine label provides some (3-4) of the listed components as above Label shows adequate creativity that may appeal to the target group	10-5	
	wine label provides limited components as above Label shows limited creativity that may appeal to the target group	5-0	
<b>Presentation</b>	Includes references for images and information Easy to read layout with headings and sections Spelling and punctuation correct Name and class on front page.	4-5	
	Some references for images and information missing. Sound layout with headings and sections. Spelling and punctuation mostly correct. Name and class visible.	3-4	
	Layout and grammar could be improved. References missing for information and image. Name or class not visible.	0-2	