



ORANGE HIGH SCHOOL

ASSESSMENT TASK NOTIFICATION

Subject	English Studies
Topic	The Big Screen
Class Teacher	Miss Velk & Mr Boyle
Head Teacher	Mrs Macdonald
Year	12
Date Given	Week 6
Date Due	Week 10
Weighting	30%

Assessment Outline

Complete the following task for a fictional film in a genre of your choice.

You are to imagine that you have been given the opportunity to create your own film.

Complete the following:

Part 1: Film Poster

You are to create a poster to advertise your film to a cinematic audience. You need to use a range of visual literacy techniques and persuasive devices, as you will be referring to your use of these in your pitch.

Part 2: Script Writing

You need write a script for one scene from your film. This scene can be anywhere in your film, although, it is suggested that you write the opening or closing scene. Your script is to be **2 pages** in length, typed in size 12 font.

Your script must:

- Establish characters, setting and genre.
- Include: stage directions, dialogue and scene descriptions.

Part 3: Film Pitch

You are to create a presentation to pitch your film to a production company. It is to be **2 – 3 minutes** long.

Your pitch needs to include:

- A brief overview of the plot
- Who the target audience is
- How you will promote/market your film to reach the target audience
- A visual analysis of your poster
- An explanation of your script's: characters, setting and genre.
- The desired filming locations (e.g. countries, cities, buildings)
- Recommended actors/actresses
- Costuming and makeup plans
- Genre specific characteristics

Outcomes:

ES12-3 – Accesses, comprehends and uses information to communicate in a variety of ways.

ES12-4 – Composes proficient texts in different forms.

ES12-5 – Develops knowledge, understanding and appreciation of how language is used, identifying and explaining specific language forms and features in texts that convey meaning to different audiences.

ES12-9 – Identifies and explores ideas, values, points of view and attitudes expressed in texts, and explains ways in which texts may influence, engage and persuade different audiences.

ES12-10 – Monitors and reflects on own learning and adjusts individual and collaborative processes to develop as a more independent learner.

Penalties

- Zero will be awarded if the task is not submitted on the due date, before 9:00am, in the school library.
- All work submitted must be an original text. Any texts that are plagiarized will be given zero. Refer to the NESA ‘All My Own Work’ guidelines for advice.
- Late submissions will be awarded a zero unless appropriate illness/misadventure documentation is completed.
- 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.

Marking Criteria:**Poster**

	5 Sophisticated	4 High	3 Sound	2 Limited	1 Basic	Comment
Use of visual & persuasive techniques to effectively advertise film.						
Creative and sophisticated poster.						

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Script

	5 Sophisticated	4 High	3 Sound	2 Limited	1 Basic	Comment
Organises script using the appropriate structural features.						
Use of the textual features of a script stage directions, dialogue etc.						
Creates an engaging and sophisticated script that utilises features of chosen genre.						
Control of language – spelling, tense, punctuation, grammar etc.						

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Pitch

	5 Sophisticated	4 High	3 Sound	2 Limited	1 Basic	Comment
Analysis of poster and visual techniques used to advertise film.						
Effective presentation skills – volume, pace, eye contact, body language, confidence etc.						
Use of PowerPoint, images, poster, storyboards, props etc. to aid presentation.						
Exploration of the genre. Including: plot, target audience, advertising, actors/actresses etc.						