



# ORANGE HIGH SCHOOL

## ASSESSMENT TASK NOTIFICATION

<b>Subject</b>	Agriculture
<b>Topic</b>	Viticulture and marketing
<b>Class Teacher</b>	Campbell
<b>Head Teacher</b>	D Wait
<b>Year</b>	2021
<b>Date Given</b>	Week 5
<b>Date Due</b>	Week 7
<b>Weighting</b>	15 %
<b>Outcomes</b>	AG5-5 – investigates and applies responsible marketing principles and processes AG5-3 Explains the interactions with and between the agriculture sector and Australia’s economy, culture and society

### Task Guidelines:

#### Task Overview

**Part 1 –Wine production in Australia** – Research and report on the importance of wine production to Australia’s Economy and changes in production over time. Write a short explanation of cool climate wine production and include maps and tables to support the information.

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

Compare three given wine labels and evaluate which labels could 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 – Creative 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.**

	<b>Description</b>	<b>Mark guide</b>	Mark
<b>Part 1 Wine production</b>	Extensive explanation of wine production in Australia. Extensively addresses the importance to the Economy, both domestic and export markets, and changes in production over time. Utilises flowcharts, diagrams, and pictures to support an in-depth explanation of cool climate wines.	10-8	
	Detailed explanation of wine production in Australia. Addresses some aspects of the importance to the Economy, both domestic and export markets, and changes in production over time. Utilises flowcharts, diagrams, and pictures to support a detailed explanation of cool climate wines.	8- 5	
	Sound explanation of wine production in Australia. Addresses some aspects of the importance to the Economy and changes in production over time. Utilises flowcharts, diagrams, and pictures to support a sound explanation of cool climate wines.	5-3	
	Limited explanation of wine production in Australia. Limited explanation of cool climate wines.	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	
	Analyses the features of 3 wine labels which impact the saleability of wine. Describes some features that would make the product visually appealing. Students makes an overall judgement of which label appeals to them the most.	8-5	
	Describes some features that would make the product visually appealing. Lacks overall judgment of label design.	4-2	
	Limited comparison of wine label features.	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	

<b>Presentation</b>	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	