



Sample assessment task	
Year level	7
Learning area	The Arts
Subject	Media Arts
Title of task	Response: Film poster
Task details	
Description of task	<b>Responding</b> Students will respond to a given film poster, considering codes and conventions of film posters, narrative elements and representation of heroes and villains.
Type of assessment	Summative
Purpose of assessment	This task may be used to assess students' understanding of film poster conventions and to determine if students can identify codes used to construct representations.
Assessment strategy	Written response
Evidence to be collected	Response booklet
Suggested time	3 hours
Content description	
Content from the Western Australian Curriculum	<p><b>Media languages</b> Introduction to key terminology and technologies related to selected context and focus Codes and conventions of media type, genre and/or style studied Narrative conventions in the context of the media type, genre and/or style studied</p> <p><b>Representation</b> Representation of ideas, issues or people in the media and the values they represent (consideration of stereotypes)</p> <p><b>Production</b> Controls and audience values influencing the production of media work</p> <p><b>Analysing and reflecting on intentions</b> The effectiveness of their own and others' media work for the audience and intended purpose</p> <p><b>Media</b> The role of the audience (interests, values, expectations) in influencing the producer's selection process (selection, omission, emphasis) Intended audiences for which media work is produced</p>
Task preparation	
Prior learning	Students have a basic understanding of codes and conventions.
Assessment differentiation	Teachers should differentiate their teaching and assessment to meet the specific learning needs of their students, based on their level of readiness to learn and their need to be challenged.  Where appropriate, teachers may either scaffold or extend the scope of the assessment tasks.

## Assessment task

<b>Assessment conditions</b>	Students will complete the assessment over three hours of class time: <ul style="list-style-type: none"><li>• 2 hours for annotating and discussing responses to the practice film poster</li><li>• 1 hour for the individual analysis.</li></ul>
<b>Resources</b>	<ul style="list-style-type: none"><li>• Copies of <i>Year 7 practice film poster analysis booklet</i></li><li>• Copies of <i>Year 7 student booklet: Analysis of a film poster</i></li><li>• Pens and pencils</li></ul>

## **Instructions for teacher**

### **Intention**

The intention of this task is to get students to respond to a film poster as part of a larger unit on advertising. Students will complete the task within three hours of class time.

### **Time plan**

2 hours:

Class workshop analysing *Enchanted* film poster, using *Year 7 practice film poster analysis booklet*

1 hour:

Individual student response using *Year 7 Student Booklet: Analysis of a film poster*

### **Planning preparation**

In groups, students will analyse the sample film poster, *Enchanted*, using the questions supplied as a guide. Teacher-directed class feedback and discussion.

### **Responding**

Students will respond to a given film poster, considering codes and conventions, narrative elements and representation of heroes and villains.

This response will be in the form of the *Year 7 student booklet: Analysis of a film poster*.

## Year 7 practice film poster analysis booklet

The work below should be completed in groups of three or four. Answers will be reported and discussed with the whole class. Your group must make notes on each section.

### In your own words, explain the following media terminology:

- intended audience
- symbolic codes
- technical codes
- written codes
- genre
- narrative elements.

### Identify the following film poster conventions by annotating the *Enchanted* film poster:

- slogan or tagline
- key image
- credit block (cast and crew)
- famous actors
- film title
- release date.

### Narrative elements (character, setting, conflict, resolution)

What can you tell about each of the characters featured in the poster? Is there an obvious hero or villain? How do you know? You should consider facial expressions, body language, stance, appearance and their position on the poster. What do you know about the setting of the film? Explain how you have come to this conclusion. What conflict is evident in the poster? How do you know?

### Genre

What do you think the film is about? What can you tell about the genre of the film? What techniques have been used to communicate the genre of the film and tell the viewer what the film is about?

### Intended audience

Discuss the types of places where this film poster would likely be displayed? Who is the intended audience for the film? How do you know? What techniques have been used to appeal to this audience? Would the poster be changed to suit different locations (such as a billboard)?

### Technical codes

Describe the camera angle and shot type of the key image in the poster. How does this influence meaning?

### Symbolic codes

Describe what each of the characters in the poster is wearing. What do these costumes tell you about each of the characters? What are the most important colours used in the poster? Are they consistent with the film genre? Are the colours in the poster important? Why do you think they were chosen? How do they attract the intended audience? Describe the lighting used in the poster. How is it used to create meaning for the audience?

### Written Codes

What is the title of the film? What do you notice about the way the title of the film (colour, size, font, position) has been written? How does the title link in with the images? What does the tagline (slogan) of the film suggest? What is the purpose of the credit block?

### Advertising techniques

What questions does the poster raise to the audience? Does the poster influence the audience to see the film? What is it about the poster that appeals to the audience and creates the desire to act?

**Advertising platform**

Where would you expect to see this poster? List the different places (advertising platforms) where you might see a film poster - such as a billboard, a poster in a cinema complex, in a magazine. In a marketing campaign for a film, there might be a range of film posters for the same film. Explain the reasons for this. Explain how the content of a film poster may be altered to suit the advertising platform.

### Practice Stimuli for Year 7 film poster analysis

Annotate this poster in preparation for your response to the questions listed in the Year 7 student booklet: analysis of a film poster.

For copyright reasons the image of the poster cannot be provided in this document, but may be found at [https://en.wikipedia.org/wiki/Enchanted\\_\(film\)](https://en.wikipedia.org/wiki/Enchanted_(film)) (top image), and added by the teacher.

## **Year 7 student booklet: Analysis of a film poster**

**Identify the following conventions by annotating the film poster over the page:**

- slogan or tagline
- key image
- credit block (cast and crew)
- famous actors
- film title
- release date.

**Answer questions, based on the film poster, in the booklet provided.**

### Stimuli for Year 7 student booklet: Analysis of a film poster

Annotations should be placed in the space below. You have one class period for your annotations and your responses to the questions below.

For copyright reasons the image of the poster cannot be provided in this document, but may be found at [https://en.wikipedia.org/wiki/File:The\\_Lego\\_Movie\\_poster.jpg](https://en.wikipedia.org/wiki/File:The_Lego_Movie_poster.jpg), and added by the teacher.

***The Lego Movie*** is a 3D computer animated film released by Warner Brothers in 2014. The Australian studio Animal Logic was contracted to provide the animation.



**Year 7 student booklet: Analysis of a film poster**

- Answer the questions in the spaces provided. Remember to use specific media terminology and examples to support your answers.

<b>Student Name:</b>	
<b>Name of film advertised by the poster:</b>	
What is the slogan (otherwise known as tagline) of the film?	
Look carefully at the poster and explain what you think the film's narrative will be about. You should consider the narrative elements of character, setting, conflict and resolution.	
Who is the hero in this film poster?	
Discuss how two symbolic codes and two technical codes have been used to construct the hero.	




If this poster was redesigned for a billboard, what would need to be changed? Explain.


<b>Sample marking key</b>	
<b>Description</b>	<b>Marks</b>
<b>Narrative prediction</b>	
Identifies and describes narrative elements and uses them to make an informed prediction about the narrative.	3
Identifies narrative elements and a possible narrative.	2
Identifies some narrative elements and a possible narrative.	1
<b>Subtotal</b>	<b>3</b>
<b>Description</b>	<b>Marks</b>
<b>Codes and conventions used to represent a hero and a villain</b>	
Identifies codes and conventions used in the construction of the hero/villain and briefly describes how the audience makes meaning.	5–6
Identifies codes and conventions used in the construction of the hero/villain.	3–4
Identifies a few codes used in the construction of hero/villain.	1–2
<b>Subtotal</b>	<b>6</b>
<b>Description</b>	<b>Marks</b>
<b>Intended audience</b>	
Identifies aspects of the poster and describes how they appeal to the intended audience.	3
Identifies aspects of the poster that have been included to appeal to the intended audience.	2
Identifies the intended audience.	1
<b>Subtotal</b>	<b>3</b>
<b>Description</b>	<b>Marks</b>
<b>Advertising platforms/viewing context for marketing a film</b>	
Describes how the advertising platform/viewing context impacts upon selection of content, and identifies specific examples.	3
Identifies differences in content when advertising platform/viewing context changes.	2
Identifies that content is different.	1
<b>Subtotal</b>	<b>3</b>
<b>Description</b>	<b>Marks</b>
<b>Media terminology and language</b>	
Uses appropriate media terminology specific to film posters.	3
Uses some appropriate media terminology specific to film posters.	2
Uses some media terminology.	1
<b>Subtotal</b>	<b>3</b>
<b>Total</b>	<b>18</b>