Grade Commentary

Shane has demonstrated an adequate level of competence in analysing and creating visual texts. Some techniques in the advertisements provided have been identified but more precise details about the target audience of each advertisement would enhance the response. The advertisement concept demonstrates a sound understanding of the target audience but the design is cluttered and the persuasive techniques could be stronger.

Shane’s response demonstrates characteristics of work typically produced by a student performing at a grade C standard.

The layout is somewhat cluttered and persuasive techniques employed could be stronger to appeal to the target audience.