



Chester Hill High School

Strength in Unity, Excellence in Education

Year 8 Assessment Task PDHPE

Course:	PDHPE	Year:	8
Topic:	Health Information		
Assessment Name:	Health Product Advertising		
DATE DUE:	Week 7		
STUDENT NAME:			
Progress Check FEEDBACK	<input type="checkbox"/> Select a personal hygiene product <input type="checkbox"/> Accurate description of what product does <input type="checkbox"/> Devise catchy slogan aimed at target audience		
Progress Check Date:	Week 6	Marks	/20

I certify that

- This assignment is my own work, based on my personal study and/or research.
- I have **acknowledged all material and sources used in the preparation** of this assignment in a **reference list**.
- Submitted assignments based on group work are not the same as other students' work.
- I have not plagiarised (copied) in part, or in whole the work of other students.
- I have read and I understand the success criteria used for this assessment
- **I have kept a copy of my assignment and the receipt.**
- I understand that a copy of my assignment may be kept and used to make comparisons with other assignments in the future.

Student's Signature: Date:



Assessment Task Student Receipt

(This receipt should be kept as proof of assessment submission)

FAMILY NAME:	GIVEN NAME:
TEACHER:	CLASS:
DATE DUE:	DATE SUBMITTED:
TITLE OF TASK:	TEACHER'S SIGNATURE:

Task Information

Important idea(s) being explored:	<p>Recognise the role advertising plays in health information. Understand the importance and use of personal hygiene products. Describe why advertising is used and what a target audience is. Understand what a slogan is and its impact in advertising.</p>
Skills, Knowledge and understanding being demonstrated:	<p>Examines strategies to improve access to health information, products and services</p> <p>Critiques a range of health products and services that make substantial claims for success.</p> <p>Communicates information effectively by selecting appropriate style or strategy.</p>
Task Requirements:	<p>Students will design their own advertisement for a personal hygiene product, which will be featured in a popular magazine.</p> <p>PART A <u>POSTER ADVERTISEMENT</u></p> <ol style="list-style-type: none"> 1. Select a personal hygiene product (e.g. deodorant, soap, toothpaste, etc.) 2. The advertisement must have: <ul style="list-style-type: none"> • A name or brand for the product • A cost • A description/and explanation of what the product does • Colourful and creative images 3. Devise a catchy slogan for the product. This will be discussed in class and examples provided from various aspects of advertising. <p>PART B <u>LITERACY COMPONENT</u></p> <p>Include a printed copy of your answers the following questions.</p> <ol style="list-style-type: none"> 1. Why did you choose this product? 2. Explain why this hygiene product is important to use. 3. Who was the target audience for your product? 4. Why would your target audience be attracted to your product? 5. Explain the following advertising techniques and how they work: <ol style="list-style-type: none"> a. exaggeration b. testimonials c. bandwagon d. humour e. demographic positioning (snob appeal) 6. Describe what advertising techniques you have used to make your advertisement successful.
Syllabus Outcomes:	<p>4.8 A student describes how to access and assess health information, products and services.</p> <p>Identify health information, products and services designed to address the health needs of young people. Critique a range of health products and services that make substantial claims for success.</p>

Feedback from student about task:

I spent _____ hours working on this task.

The hardest part of this task was _____

The easiest was _____

What I have enjoyed most about learning in *PDHPE* is _____

Learning in *PDHPE* could be improved if:

Dear teacher, I need help in the following areas:

Success Criteria

Elements	Specific Criteria	Mark /Grade				
		A	B	C	D	E
Understands the big idea(s)	Recognise the role advertising plays in informing people about health products.					
	Recognise the power of advertising and how it is used to market to a target audience					
Literacy / Numeracy skills assessed	Develop critical literacy skills as they analyse strategies used in marketing.					
	Use correct terminology.					
	Correct spelling and punctuation					
Processes Demonstrates Skills Knowledge Understanding	Develop a personal hygiene product and marketing strategy for a target audience.					
	Develop a slogan for a product aimed at a target audience.					
	Analyse how the advertisement and advertising techniques attract a target audience.					

FEEDBACK from Teacher:

Completion of assessment during allocated class time. Excellent Moderate Limited

Teacher Signature		Mark	
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Marking Criteria	0-2	3-4	5-6	7-8
PART A (8 marks) Personal hygiene product Name/brand Cost Description/Explanation of what it does Colourful and creative images Slogan	Limited or no attempt at name, cost or images. Limited or no description of what product does. No slogan.	Name and cost OR name and images included. Basic description of product Attempt at slogan. Doesn't appeal to target audience or use advertisement techniques.	Name, cost and images included Accurate description of what product does Catchy slogan aimed at target audience OR uses advertisement techniques	Name, cost, and images included. Accurate and detailed description of what products does Catchy slogan aimed at target audience using advertisement techniques
PART B (12 marks) Questions 1,2,3,5a,5b,5c,5d,5e Questions 4 and 6	<ul style="list-style-type: none"> • 1 mark each • 2 marks each 			