
ENGLISH VISUAL LANGUAGE
**Present a static image using verbal and
visual features**

level:	1
credit:	2
final date for comment:	December 2004
expiry date:	December 2005
sub-field:	English
replacement information:	This unit standard and unit standard 12418 replace unit standard 8819.
purpose:	People credited with this unit standard are able to present a completed static image or image at a pre-production stage, using verbal and visual features.
entry information:	Open.
accreditation option:	Evaluation of documentation by NZQA.
moderation option:	A centrally established and directed national moderation system has been set up by NZQA.
special notes:	<ol style="list-style-type: none">1 This unit standard is derived from the achievement objectives for Presenting in <i>English in the New Zealand Curriculum</i>.2 Assessment While students will gain credit for this specific skill when credited with this unit standard, in practice it will not be assessed in isolation but in the context of a larger area of study.3 Presenting does not require the production of a technically proficient final product.

ENGLISH VISUAL LANGUAGE
**Present a static image using verbal and
visual features**

- 4 *Pre-production* means that images are actively worked through so that the qualities of a final production are clear.
- 5 *English in the New Zealand Curriculum* (Learning Media Wellington, 1996). ISBN 0 478 057261 1, Item No. 94/294.

Elements and Performance Criteria

element 1

Present a completed static image or image at a pre-production stage, using verbal and visual features.

Range: includes at least one static image chosen from categories such as - cartoon, static image representing an idea in another text, billboard, advertisement, product packaging, stage set, storyboard, newspaper pages, news story with accompanying photograph and caption, web page.

performance criteria

1.1 Presentation of visual and verbal features communicates ideas or relates narrative.

Range: at least one verbal and one visual feature;
visual language features could include use of colour, style of lettering, symbolism;
verbal language features could include words used, figures of speech, grammatical structures.

1.2 Presentation demonstrates production techniques appropriate to form and purpose.

Comments on this unit standard

Please contact the NZQA National Qualifications Services nqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.

ENGLISH VISUAL LANGUAGE
**Present a static image using verbal and
visual features**

Please Note

Providers must be accredited by the Qualifications Authority or a delegated inter-institutional body before they can register credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for providers wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

This unit standard is covered by AMAP 0226 which can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.