

## Achievement Standard

**Subject Reference** English 2.6

**Title** Create a crafted and controlled visual and verbal text

**Level** 2      **Credits** 3      **Assessment** Internal

**Subfield** English

**Domain** English Visual Language

**Status** Registered      **Status date** 17 November 2011

**Planned review date** 31 December 2014      **Date version published** 17 November 2011

This achievement standard involves creating a crafted and controlled visual and verbal text.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>• Create a crafted and controlled visual and verbal text which develops, sustains, and structures ideas.</li> <li>• Create a crafted and controlled visual and verbal text using language features appropriate to purpose and audience to create effects.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a crafted and controlled visual and verbal text which develops, sustains, and structures ideas convincingly.</li> <li>• Create a crafted and controlled visual and verbal text using language features appropriate to purpose and audience to create convincing effects.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a crafted and controlled visual and verbal text which develops, sustains, and structures ideas effectively.</li> <li>• Create a crafted and controlled visual and verbal text using language features appropriate to purpose and audience to command attention.</li> </ul>

### Explanatory Notes

- 1 This standard is derived from the Level 7 Creating Meaning strand [presenting] and related achievement objectives in the English Learning Area of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; and is related to the material in the *Teaching and Learning Guide for English*, Ministry of Education, 2011 at <http://seniorsecondary.tki.org.nz>.
- 2 *Create a crafted and controlled visual and verbal text which develops, sustains, and structures ideas* involves building on ideas by adding comments, explanations, details or examples, and making connections between ideas, throughout a presentation using visual and verbal language features.

*Create a crafted and controlled visual and verbal text which develops, sustains, and structures ideas convincingly* involves ideas and structure that are reasoned, clear, and relevant to the purpose of the text.

*Create a crafted and controlled visual and verbal text which develops, sustains, and structures ideas effectively* involves ideas and structure that are compelling or persuasive.

*Create a crafted and controlled visual and verbal text using language features appropriate to purpose and audience* involves the deliberate use of language features appropriate to the selected audience and purpose to create meaning and effects.

*Create a crafted and controlled visual and verbal text using language features appropriate to purpose and audience to create effects* involves the deliberate selection and use of language features appropriate to the selected audience and purpose to create meaning, effects, and audience interest.

*Create a crafted and controlled visual and verbal text using language features appropriate to purpose and audience to command attention* involves the inventive, skilled, and sustained use of language features to create meaning, effects, and audience engagement.

- 3 The text must be original in construction. The components can either be original, adapted, or taken from other texts or sources.
- 4 *Texts* may include:
  - digital or multi-media presentations
  - graphic or illustrated texts
  - live or recorded dramatic performances.
- 5 *Texts* are expected to be 'stand alone' in nature rather than being a component within an oral presentation.
- 6 *Ideas* may include:
  - information
  - opinions
  - recounted experiences or events
  - observations
  - arguments
  - interpretations
  - narrative
  - thoughts
  - feelings.
- 7 *Crafted visual and verbal text* involves selecting visual and verbal language deliberately, and systematically reworking and reshaping the text to achieve a planned whole.

- 8 *Controlled visual and verbal text* involves the deliberate use of language features to produce visual and verbal text that is precise, planned, and coherent.
- 9 *Using visual language features* may involve:
- images, sequence, costumes, movement.
- 10 *Using verbal language features* may involve:
- dialogue, quotations.
- 11 Conditions of Assessment related to this achievement standard can be found at [www.tki.org.nz/e/community/ncea/conditions-assessment.php](http://www.tki.org.nz/e/community/ncea/conditions-assessment.php).
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### Replacement Information

This achievement standard replaced unit standard 12425 and unit standard 12426.

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### Quality Assurance

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233