

Criteria for Self-Assessment		Evidence	2 Completed	1 Partially	0 Incomplete
1. I have learned about ... 2. I can talk about... 3. I can write about...	<ul style="list-style-type: none"> <li>the principles of creating an advert</li> <li>the practices of creating an advert</li> <li>the production of an advert</li> <li>the language of advertising</li> <li>how an advert format can be used to demonstrate my subject learning</li> </ul>	1. Mindmap of advert (planning) using subject concepts 2. Written drafts/sketches of advert with annotations for next draft 3. The role I played in my group which led to the production 4. Then Learning Conversations I engaged in 5. Understood how I can use the concept of adverts to demonstrate my own learning of curriculum subjects			
1. I can express...	<ul style="list-style-type: none"> <li>meaning of the subject topic using the language of persuasion.</li> <li>effectively key succinct messages.</li> <li>myself visually and kinaesthetically.</li> <li>meaning with confidence in more than one language.</li> </ul>	1. I can use the language of persuasion correctly – I have underlined it in the script. 2. I am able to summarise the key language used in the advert in ways that I can reuse. 3. I have listed the ways I have use the language of explanation and discussion in my group. 4. I have language my learning of my subject topic through creating an advert. 5. My understanding of the subject concepts.			
1. I have...	<ul style="list-style-type: none"> <li>gained confidence to perform in the advert</li> <li>have learned new vocabulary, phrases which I can reuse in the next Learning Event</li> <li>carried out my own research into advertisements</li> </ul>	1. Filmed the performance 2. Analysed the film critically 3. Created a list of what I need to focus on next (subject, language, process etc) 4. Have my own folio of adverts I have analysed 5. I have used the advert to demonstrate my own learning of the subject topic			

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<ol style="list-style-type: none"> <li>1. In my group, I have...</li> <li>2. I have ...</li> </ol>	<ul style="list-style-type: none"> <li>• contributed to my group's production of the advert.</li> <li>• taken on a specific role.</li> <li>• become aware of how to critically evaluate advertising as a means of expressing my understanding.</li> </ul>	<ol style="list-style-type: none"> <li>1. made suggestions as to how we can use advertising to demonstrate our subject knowledge</li> <li>2. used the opportunity to take on a role to develop my communication and organisational skills.</li> </ol>			

