



## Assessment Task Notification

**Course:** 9/10 Food Technology

**Teacher(s):** Mrs Pike

**Task Number:** Research Task 1

**Date of Task:** Term 1 Week 8

**Task Value:** 20%

**Nature of Task:** Research Task

**Word/Page Limit:**

**Other Information:**

### **Stage 5 Outcomes Assessed**

- 5.4.1 Collects, evaluates and applies information from a variety of sources.
- 5.4.2 Communicates ideas and information using a range of media and appropriate terminology
- 5.5.1 Selects and employs appropriate techniques for a variety of food-specific purposes
- 5.5.2 Plans, prepares, presents and evaluates food solutions for specific purposes

### **Marking Scale:**

|                     |  |
|---------------------|--|
| A<br>90 - 100 marks |  |
| B<br>80 - 89 marks  |  |
| C<br>70 - 79 marks  |  |
| D<br>60 - 69 marks  |  |
| E<br>40 - 59 marks  |  |

**9/10 FOOD TECHNOLOGY**  
**Assessment Task 1 Food Trends WHAT'S IN**

**Description of activity**

This assessment activity requires students to:

- choose a current food magazine
- identify the target market for the publication
- describe the style & format of the magazine, popular themes and contributors
- use appropriate software to prepare & present a 2 page layout for the chosen publication
- choose a theme for an upcoming issue and research appropriate recipes & content
- prepare one recipe; style & photograph the finished product in several ways
- critique the photographs with regard to styling, use of colour, texture, lighting, appeal & effect created
- alter images for magazine layout using appropriate software
- critically analyse the layout with regard to: choice of theme, reflection of current trends; appropriateness of layout style; appropriateness of recipes; food styling & photography; content.

**Criteria for assessing learning**

Students will be assessed on their ability to:

- accurately describe the target market, style, format, popular themes & contributors of the publication selected
- choose a theme which reflects current trends & fits with the publication chosen
- select recipes appropriate to the theme & publication & which meet the set criteria
- prepare, style & photograph a recipe in a way which reflects current trends & which fits with the layout & publication
- critique own food styling & photography
- prepare and present text which is appropriate to the theme & publication
- use layout & design techniques which reflect current trends in food magazines & which fit with the style of the publication
- critically analyse layout produced & present suggestions for improvement

## Marking Guidelines for Task 1 Food trends WHAT'S IN

| Range                         | A student in this range:   |
|-------------------------------|--|
| <b>A</b><br><br><b>90-100</b> | <ul style="list-style-type: none"> <li>• extensively identifies the target market for the publication chosen</li> <li>• extensively describes the style, format, popular themes &amp; contributors of the publication selected</li> <li>• chooses a theme which extensively reflects current trends &amp; which fits closely with the style and format of the publication chosen</li> <li>• selects recipes which extensively reflect current trends &amp; layout theme, which closely fit the style of the magazine &amp; which clearly meet all criteria set.</li> <li>• Extensively prepares, styles &amp; photographs a recipe in a way which clearly reflects current trends and which fits with the layout &amp; publication</li> <li>• provides a detailed, objective critique of their own food styling &amp; photography</li> <li>• researches widely &amp; prepares original text which is extensive and appropriate to the target market, theme, style &amp; layout</li> <li>• display advanced layout &amp; design techniques which extensively reflect current trends in food magazines &amp; which closely fit with the style of the publication</li> <li>• critically analyses layout presented and provides extensive suggestions for improvement</li> </ul> |
| <b>B</b><br><br><b>80-89</b>  | <ul style="list-style-type: none"> <li>• thoroughly identifies the target market for the publication chosen</li> <li>• thoroughly describes the style, format, popular themes &amp; contributors of the publication selected</li> <li>• chooses a theme which somewhat reflects current trends &amp; which fits broadly with the style and format of the publication chosen</li> <li>• selects recipes which thoroughly reflect current trends &amp; layout theme, which broadly fit the style of the magazine &amp; which meet all criteria set.</li> <li>• thoroughly prepares, styles &amp; photographs a recipe in a way which generally reflects current trends &amp; which broadly fits with the layout &amp; publication</li> <li>• provides a thorough critique of their own food styling &amp; photography</li> <li>• researches thoroughly &amp; prepares original text which is generally accurate and appropriate to the target market, theme, style &amp; layout.</li> <li>• display thorough layout &amp; design techniques which broadly reflect current trends in food magazines &amp; which generally fit with the style of the publication</li> <li>• thoroughly discusses layout presented &amp; provides suggestions for improvement</li> </ul>          |
| <b>C</b><br><br><b>70-79</b>  | <ul style="list-style-type: none"> <li>• soundly identifies some features of the target market for the publication chosen</li> <li>• gives a sound description of the style, format, popular themes &amp; contributors of the publication chosen</li> <li>• soundly chooses a theme which reflects current trends in a sound way &amp; which fits loosely with the style and format of the publication chosen</li> <li>• soundly selects recipes</li> <li>• soundly prepares, styles &amp; photographs a recipe in sound way which may reflect current trends &amp; which may fit with the layout &amp; publication</li> <li>• provides a sound critique of their own food styling &amp; photography.</li> <li>• Carries out sound research &amp; prepares basic text which relates to the target market, theme, style &amp; layout.</li> <li>• Displays sound layout &amp; design techniques which reflect some current trends in food magazines &amp; which generally fit with the style of the publication</li> <li>• Sound discussion of layout with few suggestions for improvement</li> </ul>  |
| <b>D</b><br><br><b>60-69</b>  | <ul style="list-style-type: none"> <li>• Basically identifies a few features of the target market for the publication chosen</li> <li>• gives a basic or partial description of the style, format, popular themes &amp; contributors of the publication chosen</li> <li>• chooses a theme which reflects few current trends in a basic way with the style and format of the publication chosen</li> <li>• selects basic recipes</li> </ul>   |

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|---|---|
|   | <ul style="list-style-type: none"> <li>• prepares, styles &amp; photographs a recipe in a basic way which may reflect current trends &amp; which may fit with the layout &amp; publication</li> <li>• provides a basic or incomplete critique of their own food styling &amp; photography.</li> <li>• Carries out basic research &amp; prepares basic text which relates to the target market, theme, style &amp; layout.</li> <li>• Displays basic layout &amp; design techniques which reflect some current trends in food magazines &amp; which generally fit with the style of the publication</li> <li>• Basic discussion of layout with few or no suggestions for improvement</li> </ul>  |
| <p style="text-align: center;"><b>E</b></p> <p><b>40-59</b></p> | <ul style="list-style-type: none"> <li>• identifies some features of the target market for the publication chosen</li> <li>• gives an elementary or partial description of the style, format, popular themes &amp; contributors of the publication chosen</li> <li>• chooses a theme which reflects current trends in a limited way &amp; which fits loosely with the style and format of the publication chosen</li> <li>• selects only one recipe</li> <li>• prepares, styles &amp; photographs a recipe in an elementary way which may reflect current trends &amp; which may fit with the layout &amp; publication</li> <li>• provides an elementary or incomplete critique of their own food styling &amp; photography.</li> <li>• Carries out elementary research &amp; prepares basic text which relates to the target market, theme, style &amp; layout.</li> <li>• Display some appropriate layout &amp; design techniques which reflect some current trends in food magazines &amp; which generally fit with the style of the publication</li> <li>• Limited or minimal discussion of layout with no suggestions for improvement</li> </ul> |

### Feedback

Written comments will inform students about:

- the appropriateness of their choice of magazine, the accuracy of their description of the target market, style, format, popular themes & contributors of the publication.
- the appropriateness of their choice of theme in reflecting current trends & fitting with the style of publication.
- the appropriateness of their choice of recipes in reflecting current trends, chosen theme and style of publication & in meeting all criteria set.
- the success of their food styling & photography in reflecting current trends and fitting with techniques commonly used in their chosen publication.
- the level and depth of understanding displayed in their critique.
- the level of research carried out, their use of appropriate terminology and how these contributed to the quality of their text.
- the level of skill developed in using photo imaging and desktop publishing software and how these contributed to the quality of their final layout.
- the level and depth of understanding reflected in the final analysis of their 2 page layout.

Year 9/10 Food Technology  
Unit 1 – What’s In?

**Assessment Task 1 – Food Trends**

Name: \_\_\_\_\_

**Due Date:** Term 1 Week 8

**Weighting:** 20%

**Stage 5 Outcomes Assessed**

- 5.4.1 Collects, evaluates and applies information from a variety of sources.
- 5.4.2 Communicates ideas and information using a range of media and appropriate terminology
- 5.5.1 Selects and employs appropriate techniques for a variety of food-specific purposes
- 5.5.2 Plans, prepares, presents and evaluates food solutions for specific purposes

***Helpful Information & Hints***

- **Target Market** - explain who the publication is aimed at e.g. working mothers, families with young children, dual-income no children families, people who like to read magazines but don't cook very often, people with advanced culinary skills etc. Hints: look at the price & where the publication is sold to get an idea of who buys the publication. How many people do most of the recipes serve? How many ingredients in most recipes? How many uncommon ingredients in recipes?
- **Style & format:** Style refers to the overall “feel” of the publication - your choice of words and giving lots of detail & examples is important here. You will need to look at a couple of issues to see characteristics common to each issue e.g. is it an upmarket glossy designed for coffee table browsing? How upmarket are the ads? How stylised is the layout (think colour, font, backgrounds – what effect is being created?) Format refers to how the publication is put together - What proportion is ads/interviews/ about foods/ nutrition/ cooking skills & techniques/ recipes/other? Are the recipes spread throughout or all in the back or where? Why? Is there a recipe index? Are there pages devoted to new food products? Are there competitions? Are there reader feedback letters? Reader recipes? Children's cooking segment? Hint: most magazines have their own websites – these can be helpful
- **Themes & Contributors:** themes form the basis for segments which make up part or most of these publications. Themes could include special occasions such as Easter & Mother's Day, or recipes which have something in common e.g. budget meals, meals in hurry, low-fat meals, meals based on mince etc. Some magazines have full-time employees but others contract out for key articles for each issue. Some use “name” cooks & chefs, others don't. Contracted contributors are usually listed in the first few pages with a ‘blurb’ about each. Employees are usually listed all together.

**Written Feedback**

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**Teacher Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_