

# Visual Language Matrix for Static and Moving Images



	Level 1	Level 2	Level 3	Level 4
Concept	<p>Understands that a simple idea can be conveyed visually. Describes an idea to be conveyed.</p>	<p>Attempts to explain an idea to be conveyed (what and why). Explains the conventionally accepted meanings of the visual and verbal features used. Uses some terminology to plan for and/or explain the techniques used.</p>	<p>Explains an idea or mood to be conveyed. Attempts to explain one or more of the following points:</p> <ul style="list-style-type: none"> <li>• how the visual and verbal features combine to convey the idea or mood;</li> <li>• how they help to achieve the producer's purpose;</li> <li>• how the visual and verbal features used show some awareness of audience.</li> </ul> <p>Uses appropriate terminology to plan for and/or explain the techniques used.</p>	<p>Justifies the selection of an important idea or mood to be communicated. Explains one or more of the following points:</p> <ul style="list-style-type: none"> <li>• how the visual and verbal features combine to convey the idea or mood;</li> <li>• how they help to achieve the producer's purpose;</li> <li>• how the visual and verbal features used show some awareness of audience.</li> </ul> <p>Uses appropriate terminology to plan for and/or explain the techniques used.</p>
Impact	<p>Uses visual and verbal features to convey a simple idea. Examples Static image: Uses body language or facial expressions to depict emotion. Moving image: Sequences shots and provides simple verbal links.</p>	<p>Uses visual and verbal features to convey an idea. Examples Static image: Uses appropriate colours in combination with verbal features, e.g., an imperative or a question, to convey a character's feelings. Moving image: Uses a title to introduce a video and frames the shots.</p>	<p>Begins to combine visual with verbal features to convey an idea (or ideas) or mood. Examples Static image: Uses a symbolic dominant image in combination with colour, design, and appropriate verbal features, e.g., a simile, to convey an idea from a book. Moving image: Selects appropriate shots, e.g., a wide-angled shot, to establish the setting.</p>	<p>Combines visual with verbal features to clearly communicate an important idea (or ideas) or mood. Examples Static image: Composes an image by utilising different colours and words as well as quotations from the text to define distinct blocks, e.g., thirds or quadrants, to communicate several aspects of a book's main characters. Moving image: Uses a dramatic voice-over and music in conjunction with appropriate images to convey a message.</p>

Original copy can be found here - [http://www.tki.org.nz/r/assessment/exemplars/eng/matrices/pdfs/eng\\_matrix.pdf](http://www.tki.org.nz/r/assessment/exemplars/eng/matrices/pdfs/eng_matrix.pdf)