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| **Level** | **Three** | **Four** | **Five** | **Six** |
| ***Audience & purpose*** | I showed some understanding of the purpose of static image. I attempted to show consideration of audience in my choice of content. | I showed understanding of the purpose of static image. I began to show consideration of audience in my choice of content. | I showed a good understanding of the purpose of static image. I began to show consideration of audience in my choice of content. | I showed an excellent understanding of the purpose of static image. My material was highly suitable for my target audience. |
| ***Content & layout*** | I made consideration of the selection of images to communicate my ideas  I attempted to place my image and quotation in a thoughtful layout | I selected clear images to communicate my ideas.  I placed my image and quotation in a thoughtful and purposeful layout. | I selected and developed images to communicate my ideas successfully.  I thoughtfully arranged my image and quotation in a purposeful way to create an impact. | I selected and developed images to communicate my ideas coherently and imaginatively.  I demonstrated excellent coherence by thoughtfully arranging my image and quotation in a purposeful way to create an interesting impact. |
| ***Language features*** | I selected a quotation for my image although it may not have successfully integrated with the image’s meaning. | I selected a quotation for my image which integrated with the image’s meaning. | I selected a quotation for my image which coherently integrated with the image’s meaning. | I selected a quotation for my image which successfully integrated with the image’s meaning creating a purposeful and original idea. |