



Year 9 PDHPE Nutrition Assessment Task 2025

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| TOPIC: You Are What You Eat | MARKS: /20 |
| SUBMISSION REQUIREMENTS: Due to be submitted on CANVAS – Friday 14 th March 2025 at 5pm. Part A and Part B to be submitted in separate submission points. | WEIGHTING: 25% |
| OUTCOMES TO BE ASSESSED: PD5.2 Researches and appraises the effectiveness of health information and support services available in the community. PD5.8 Designs , implements and evaluates personalised plans to enhance health and participation in a lifetime of physical activity | |
| DIRECTIONAL VERBS: Design- a plan Evaluate- make a judgement | |
| TASK DESCRIPTION: The eating habits of today's society are changing. People are eating more and more packaged foods than ever before. Your aim is to evaluate how media advertisements impact society's choices to eat more packaged foods. You will also be required to design an advertisement for a health food product/s. You will provide the following: <ul style="list-style-type: none">- An evaluation of the food advertisement provided- Design an advertisement for a healthy food product (A4 poster, Brochure or PowerPoint) | |
| ASSESSMENT CRITERIA: Students must complete the following: There are two parts to this task. Part A: Evaluation of a food advertisement You are required to: Evaluate the food advertisement provided (https://www.youtube.com/watch?v=rjZ_O-c3QRw) You will need to: <ul style="list-style-type: none">- View the advertisement- Observe the colours, messages they are conveying, the information presented, the people involved in the advertisement, the slogan- Write an evaluation on the advertisement. The evaluation should not exceed 1 page. Your evaluation should answer the following questions: <ul style="list-style-type: none">- What information is being presented? | |

- What information is not advertised?
- Who is the target audience?
- Why have they chosen to advertise their product this way?
- What attitudes and behaviours are they conveying?
- Where is the food product advertised?
- When is the food product shown during the advertisement? Why?

Part B: Design an advertisement

You are required to:

Design an advertisement for a healthy food product (A4 poster, Brochure or PowerPoint)

You will need to:

- Select a healthier snack option which will require you to compare the nutritional value of the food products
- Design an advertisement to encourage individuals to eat the healthier option you chose

Your advertisement should include:

- A picture and name of the food product
- A slogan
- Nutritional value
- Ingredients
- Engaging and appealing to the target audience

ASSESSMENT MARKING CRITERIA

| Part A – Evaluation of food advertisement PD5.2 Researches and appraises the effectiveness of health information and support services available in the community. | Mark | Grade |
|---|------|-------|
| <ul style="list-style-type: none"> ● Extensive evaluation of health behaviours and attitudes in the advertisement and provides numerous examples ● Provides a sophisticated and extensive evaluation of the messages conveyed and the information provided and not provided ● Provides a sophisticated and extensive explanation as to why they have advertised the food product the way they have ● Response comprehensively follows the essay format and has sophisticated language | 9-10 | A |
| <ul style="list-style-type: none"> ● Thorough evaluation of health behaviours and attitudes in the advertisement and provides examples ● Thorough evaluation of the messages conveyed and the information provided and not provided ● Provides a thorough explanation and examples as to why they have advertised the food product the way they have ● Response thoroughly follows the essay format with minimal grammatical errors | 7-8 | B |
| <ul style="list-style-type: none"> ● Sound evaluation of health behaviours and attitudes in the advertisement and provides an example ● Sound evaluation of the messages conveyed and the information provided and/or not provided ● Provides a sound explanation and an example as to why they have advertised the food product the way they have ● Response follows the essay format with numerous grammatical errors | 4-6 | C |
| <ul style="list-style-type: none"> ● Basic evaluation of health behaviours and attitudes in the advertisement and provides an example ● Basic evaluation of the messages conveyed and the information provided and/or not provided ● Provides a basic explanation and an example as to why they have advertised the food product the way they have ● Response has basic aspects of the essay format with numerous grammatical errors | 2-3 | D |
| <ul style="list-style-type: none"> ● Limited evaluation of health behaviours and attitudes in the advertisement and provides limited/no example ● Limited evaluation of the messages conveyed and the information provided and/or not provided ● Provides a limited explanation as to why they have advertised the food product the way they have ● Response has limited essay format with numerous grammatical errors | 1-2 | E |

Teacher Feedback

ASSESSMENT MARKING CRITERIA

| Part B – Design of food label PD5.8 Designs, implements and <i>evaluates</i> personalised plans to enhance health and participation in a lifetime of physical activity | Mark | Grade |
|--|------|-------|
| <ul style="list-style-type: none"> ● Provides an outstanding advertisement that is engaging and appealing ● Description of nutritional value is extensive ● List of ingredients is extensive ● Outstanding slogan that encourages healthy food choices | 9-10 | A |
| <ul style="list-style-type: none"> ● Provides an excellent advertisement that is engaging and appealing ● Description of nutritional value is thorough ● List of ingredients is thorough ● Excellent slogan that encourages healthy food choices | 7-8 | B |
| <ul style="list-style-type: none"> ● Provides a sound advertisement that is engaging and/or appealing ● Description of nutritional value is accurate ● List of ingredients is accurate ● Appropriate slogan that encourages healthy food choices | 4-6 | C |
| <ul style="list-style-type: none"> ● Provides a basic advertisement that is engaging and/or appealing ● Description of nutritional value is basic ● List of ingredients is basic ● Basic slogan that encourages healthy food choices | 2-3 | D |
| <ul style="list-style-type: none"> ● Provides a limited advertisement that is not engaging and appealing ● Description of nutritional value is limited ● List of ingredients is limited ● Limited/no slogan that encourages healthy food choices | 1-3 | E |

Teacher Feedback
