



FOOD SCIENCE AND TECHNOLOGY

GENERAL YEAR 11

**ASSESSMENT TASK 4
UNIT 1 AND 2**

NAME	
TASK 4: ADVERTISING A HEALTHY FOOD PRODUCT	Unit 1 and 2
Assessment Type • Production	10% of the school mark for this pair of units

CONDITIONS

Time for this task: 3 weeks (including exam weeks)
Due Date:

TASK OVERVIEW

- Design, produce and photograph a healthy burger that includes apple as one of the key ingredients.

You are currently trialling burger recipes to be sold by **‘Burgers of Substance’**. This is a new company which is very concerned with food wastage and providing nutritious meals. The company has been challenged by the local food producers to help them reduce their food waste, which amounts to millions of dollars. The apple growers would like Burgers of Substance to include apple as an ingredient in one of their signature burgers.

- Develop a food advertisement promoting the burger that will appeal to adolescents using a selection of advertising techniques.

Your concern is the monopoly of the market the large burger chains have. Their variety of advertising practices and food styling techniques feature delicious, nutritious and appetite appealing burgers, even though you believe this is not the case. Research shows that adolescents are more vulnerable to marketing influence than adults.

adolescents using a selection of advertising techniques



You need to:

The Technology Process

Before production, prepare notes and then use the technology process to

1. Choose one burger outlet and consider different methods of advertising techniques they have used to attract consumers. Complete the chart provided (4 marks)

Devise a burger you want the company to be famous for:

2. Complete a food order (1 mark)
3. Devise a production plan for your healthy burger (4 marks)
4. Devise an advertisement to promote your burger, displaying at least four (4) advertising techniques (4 marks)
5. Print your advertisement to display appeal to adolescents of your burger (3 marks)

During production

6. Produce a healthy burger that includes apples (32 marks)

After production

7. Briefly explain how each of the four advertising practices or food styling (4 marks) techniques would encourage adolescents to buy your product.
8. How could your advertisement influence adolescent food choices? (2 marks)

Marking Key – Task 4: Advertising a healthy food product

Question 1

Choose one burger outlet and identify different methods of advertising they have used to attract consumers. Complete the chart provided.

Description	Marks
Provides a concise, accurate description of all advertising techniques	4
Provides a general description of advertising techniques	3
Provides a limited description of advertising techniques	2
Provides incomplete evidence of advertising techniques	1
Total	/4

Question 2

Design the burger you want the company to be famous for. Complete a food order.

Description	Marks
Accurate quantities and food into categories	1
Completed food order with errors in quantity or categories	1/2
Total	/1

Question 3

Devise a production plan for your healthy burger.

Description	Marks
Produces an accurate, sequential production plan that clearly identifies all tasks/methods, safety issues and includes realistic time allocations	4
Produces an accurate, sequential production plan that identifies all tasks/methods, safety issues however more detail needed for terminology/techniques with attempt to set realistic time allocation	3
Produces a sound production plan that identifies methods, safety issues and time allocations in less detail	2
Plan relates briefly to development of procedures and/or practices	1
Total	/4

Question 4

Devise an advertisement to promote your burger, displaying at least 4 advertising techniques.

Description	Marks
Provides four advertising techniques used effectively to promote the burger in the advertisement	4
Provides four advertising techniques with most successfully aimed at promoting the burger	3
Provides four advertising techniques however had difficulty linking all to the promotion of the burger	2
Provides advertising techniques with little evidence linking with the promotion of the burger	1
Total	/4

Question 5

Print your advertisement.

Description	Marks
Provides an image of an appealing, nutritious, appetising burger that would appeal to adolescents	3
Provides general appeal, with suggestions of a nutritious, appetising burger that may appeal to adolescents	2
Limited appeal in promoting the burger to adolescents.	1
Total	/3

Question 6

	4	3	2	1	
Safety	Works safely with equipment and food consistently	Works safely with equipment and food most of the time	Usually works safely with equipment and food, with lapses	Very rarely works safely with equipment and/or food	
Hygiene	Works hygienically consistently	Works hygienically majority of the time	Usually works hygienically, with a few lapses	Very rarely works hygienically	
Skills	High degree of preparation skills displayed, displaying initiative	Good skills with some initiative	Sound preparation skills displayed, however little initiative	Limited skills	
Equipment	Always selects and correctly uses equipment for the task	Selects and usually uses correct equipment for task	Selects equipment, however does not use correctly	Has trouble identifying and using equipment for task	
Knowledge of Process/ Independence	Very organised and knowledgeable about process, use of food order and plan successful	Good knowledge of process, uses food order and plan majority of time	Sound knowledge of process, however difficulty at time using either food order or plan	Little idea of process to create natural and processed potato topping	
Work Area/ Organization	Very organised workbench	Few utensils left on workbench whilst cooking, otherwise organised	Leaves utensils on workbench, however shows aspects of a small degree of organisation	Workbench disorganised and untidy	
Cooking Techniques	Displays thorough knowledge and successfully demonstrates correct technique when cooking and preparing hamburger	Good knowledge of method and cooking techniques when preparing potato, however some guidance needed	Sound knowledge of method and cooking techniques when preparing hamburger, however slightly unsure in places	Limited knowledge and skills displayed, experiencing difficulties when preparing and cooking hamburger	
Presentation	Excellent presentation on plate. Garnish	Good presentation, slight error with plate or garnish	Satisfactory presentation, no garnish	Poor presentation – no garnish, plate untidy	
Total					
Total					/32



Question 7

Briefly explain how each of the four advertising practices or food styling techniques would encourage adolescents to eat your product.

Description	Marks
Provides a concise, accurate description of how the advertising techniques help promote the burger.	4
Provides a good explanation of how the majority of advertising techniques help promote the burger	3
Provides a general description of how the advertising techniques help promote the burger	2
Provides a limited description of how the techniques help promote the burger	1
Total	/4

Question 8

How could your advertisement influence adolescent food choices?

Description	Marks
Provides a comprehensive statement of how the advertisement could influence adolescent food choices	2
Provides a general description of how the advertisement could influence adolescent food choices	1
Total	/2

Technology Process Total	/22
Practical Total	/32
Combined Total	/54
Convert to percentage	/10%

Teacher Comment
