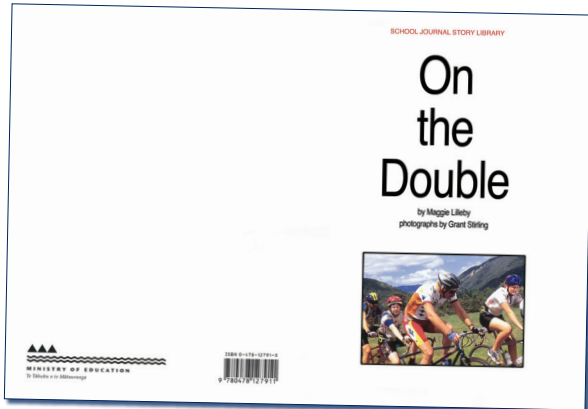


Approach: One to one
 Focus: Evaluating visual design features
 Resources: 2 book covers

Year: 4 & 8

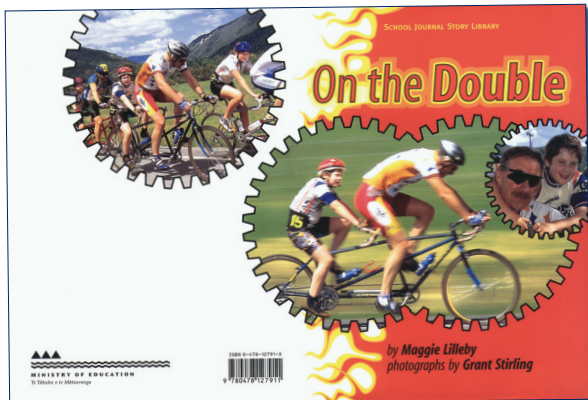
Questions / instructions:

Place first version of book cover in front of student.



This cover shows the first try at making a cover for a book. The book is about a special bike race.

Place second version of book cover in front of student.



They worked on the cover, and this is the one they chose to use.

The people who designed this cover have used some interesting techniques to make it look right for this particular book.

Tell me all of the things they have done to make this a good cover for this book.

Things specific to the bike race:

	year 4	year 8
use of cogs/chain/mechanical parts of bike	29 (27)	40 (40)
picture interpreted as image of tyre/wheel	19 (24)	20 (26)
blurred picture of speed	16 (28)	16 (35)
flames/colours to suggest speed	33 (24)	41 (30)
flames/colours to suggest heat of racing hard	2 (2)	3 (5)

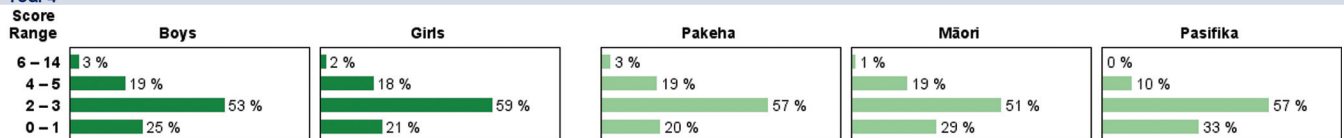
Other things:

	year 4	year 8
more pictures	28 (22)	36 (26)
pictures are stronger/larger	8 (9)	14 (10)
placement of main picture in centre	4 (1)	3 (1)
colour - bright/lively/eye-catching	45 (39)	66 (57)
back of cover more interesting	4 (2)	6 (2)
interesting lettering	23 (25)	25 (42)
interesting pictures	23 (27)	21 (28)
fun/play on words; title relating to theme or pictures (tandem, double fast, etc.)	12 (7)	13 (8)
technical jargon and processes used in publication (border, inset, background, images; scanning)	10 (17)	14 (25)

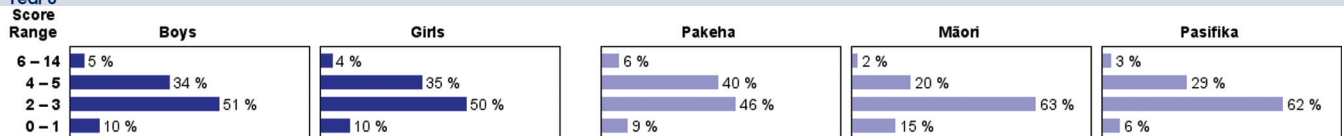
Total score:	6-14	3 (5)	5 (9)
	4-5	19 (17)	35 (36)
	2-3	56 (54)	51 (44)
	0-1	23 (24)	10 (11)

Subgroup Analyses:

Year 4



Year 8



Commentary:

In this task students were asked to analyse improvements to a book cover. There were no gender differences in either year 4 or year 8. In year 4 there were minor differences among the Pakeha, Māori, and Pasifika students. In year 8, the Pakeha students performed slightly better than the Māori and Pasifika students. There was little change at either year level from 2002 to 2006.