

Eastland Brochure

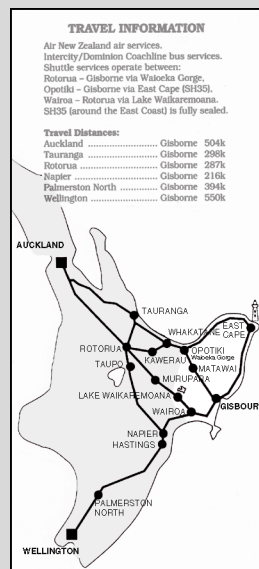
Approach: One to one

Level: Year 8 only

Resources: Eastland promotional brochure, picture card of logo.

Questions/instructions

Look at the maps in this brochure.



1. What is the purpose of the big map?

greater detail of area, activities, access, geographical features

clear with multiple ideas

7

relevant, not fully developed

25

on right track but vague

47

other

21

2. What is the purpose of the small map?

to show where Eastland region is in North Island

clear

29

partial

40

other

31

3. Why do you think the brochure has so many photos?

looks nice, identifies range of activities

looks nice & range of activities

15

looks nice

19

range of activities

25

other

41

4. What is the overall message that the brochure is giving about this area?

good place to visit for scenery and activities

captures message in detail

30

on right track but rather general or vague

52

other

18

5. This logo is on the brochure. Write inside the boxes what the different parts of the logo might mean.

Box A:

sun

39

rising sun/setting sun

11

first to see the light

13

Box B:

mountains/hills

46

sea/water

14

Box C:

sea/water/waves

48

land hills

13

Box D:

sea/waves & Māori links (koru)

3

Māori links

22

sea/waves

42

Commentary

The year 8 students had only moderate success in understanding the approaches used in the brochure and explaining them. The responses to Question 5 indicate that about 40 percent of the students understood little about the choice of logo elements.

