

TEACHER NOTES

FOLLOW-UP ACTIVITY

Can You Design?

Writing and designing a brochure or advertisement in the style of the Victorian or Edwardian period, for the Isle of Wight and its Steam Railway

Contextual Summary

This is an English writing composition task that enables students to reflect on the appearance of the railway and its authenticity.

On their visit it is anticipated that students will notice the old-style advertising posters, signs, and styles of furniture and design.

This task asks student to consider how the past has been represented, and to contribute to this by designing their own railway advertisement or brochure. They will have the Isle of Wight Steam Railway brochure and some old Southern Railway advertising images as inspiration.

Teachers could specifically ask students prior to the visit to pay attention to any advertising, styles and designs represented at the Steam Railway. Students could do some sketches to help them later.

This task has cross-curricular links with History (representations of the past).

Task Implementation

This task would most probably be undertaken as a follow-up activity on return to school or accommodation. The students will need to have some prior knowledge and understanding of advertising audiences, purposes and techniques.

Ability Levels

There are 3 versions of this resource, generally adapted for low/mid/high ability students. These could be adapted further by teachers if required, e.g. for SEN.

Key skills practised in this unit:

- ▶ Writing in the style of the past
- ▶ Writing for audience and purpose
- ▶ Writing to persuade
- ▶ Writing to inform

Relationship to Curriculum

The above skills are required to be taught and practised as per the National Curriculum 2014, for key stage 3, WRITING - COMPOSITION.



SUBJECT

English

UNIT

Writing - Composition

OPPORTUNITIES FOR USE

- ✗ Pre-Visit
- ✗ On-Site Activity
- ✓ Post-Visit
- ✓ Peripheral Task

APPLICABILITY



KS3

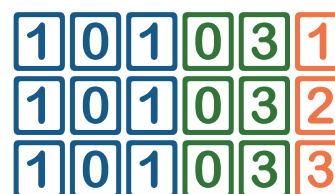


S1 - S3

CURRICULUM / SYLLABUS

- ✓ National Curriculum 2014
- ✓ Curriculum for Excellence

Applies to Resources numbered:



Learning Opportunities

Pre-Visit

There is an opportunity here to look at the language of advertising and how it has changed over time. Students can look at the language and style of Edwardian and Victorian adverts and brochures generally, perhaps with a focus on travel. Students can then be prepared to collate the style and design information on offer at Isle of Wight Steam Railway, in order to get the most out of this task.

During the Visit

Looking at style, design and advertising on display around Isle of Wight Steam Railway, as preparation for the completion of the task/resource linked to this document:

Can You Design?

Resource ID: **101031** (low ability), **101032** (mid ability), **101033** (high ability)

Post-Visit

Completion of the task/resource linked to this document.

Can You Design?

Resource ID: **101031** (low ability), **101032** (mid ability), **101033** (high ability)

Enrichment Opportunities

Research opportunities for advertising, and how audience, style, form and content have changed to meet the needs of the business and public over the years.

Learning Outcomes

Students will be able to demonstrate that they can use language for a particular audience and purpose (to inform and persuade), on a focused theme, and with an emphasis on accuracy and the representation of the past. Students will demonstrate that they can collate information and produce a new text from it.

See Also...

Other resources at Isle of Wight Steam Railway relevant to this age group include:

101012	English	10 Questions to ask at the Steam Railway
101172	English	Understanding Railway Texts
101133	History	Railway Chronology
101233	History	Investigate the Railways

For further details visit www.edudest.info and click:

- ▶ *Resource Finder* - to locate specific resources identified above
- ▶ *Venue Finder* - to learn more about education at this venue
- ▶ *Subject Finder* - to find other relevant Isle of Wight venues

