

TEACHER NOTES

English Crossover

Art & Design

Graphic Communication / Explore and Create

Dino Advertising Challenge!



Contextual Summary

This is a design/writing task that enables students to reflect on their learning at Dinosaur Isle, and to consider how they would persuade others to visit. On their trip it is anticipated that students will gain an excellent understanding of what the area has to offer in terms of dinosaur-related activities; it is the most important location in Europe for dinosaur fossils.

The task asks students to consider what they have seen and what they have learned at Dinosaur Isle, and to write to inform and persuade by designing their own tourist advertisement. They will have the Dinosaur Isle brochure and they will have their knowledge from their talk and tour, as well as the fossil walk, if undertaken. Students could also use the Dinosaur Isle website for further information, and to remind them of how the museum looked, etc. Teachers could ask students prior to the visit to pay attention to the key aspects of the museum – what there is to see and do.

Task Implementation

The task will 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.

It would be beneficial to have taught writing to inform and persuade, for advertising purposes, on the scheme of work leading up to the visit.

Ability Levels

There is one mixed ability version of this resource for each relevant key stage. These could be adapted further by teachers if required, i.e. for SEN by using the key stage below, if applicable.

Key skills practised in this unit:

- ▶ Crafting skills in writing and creative design
- ▶ Appreciation of how to represent a destination in an appealing way
- ▶ Writing in a particular form for audience and purpose
- ▶ Writing to inform, describe, persuade

Relationship to Curriculum

The above skills are required to be taught and practised as per the National Curriculum, for key stages 2,3 and 4.

SUBJECT

Art & Design

UNIT

Graphic Communication

OPPORTUNITIES FOR USE

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

APPLICABILITY



KS2U, KS3, KS4



P6-S5

CURRICULUM / SYLLABUS

- ✓ National Curriculum 2014
- ✓ Curriculum for Excellence

Applies to Resources numbered:

1	0	2	3	2	1
1	0	2	3	2	2
1	0	2	3	2	3

Learning Opportunities

Pre-Visit

There is an opportunity here to look at the language of advertising, and how it is used in tourism specifically. Students can look at the language and style of tourist adverts and brochures generally, perhaps with a focus on the Isle of Wight, or perhaps UK museum destinations.

Students can then be prepared to respond appropriately to the learning and activities they undertake at Dinosaur Isle, considering those aspects they can 'sell' in their brochure or advert, in order to get the most out of this task.

During the Visit

Students should be aware of the learning, activities, and fun aspects undertaken during their tour of Dinosaur Isle, as preparation for the completion of the task.

Post Visit

Completion of the English task / resource linked to this document: *Dino Advertising Challenge!*

Resource ID: **102321** (mixed ability KS2U), **102322** (mixed ability KS3),

102323 (mixed ability KS4)

Enrichment Opportunities

Cross-curricular links with English and aspects of Science, Geography and Natural History, due to the subject matter. Allows practice of crafting text for advertising, and how design, audience, style, form and content can be structured to meet the needs of the business and the public.

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 encouraging visitors to the Isle of Wight to learn about dinosaurs and how they lived. Students will demonstrate that they can collate information and produce a new text from it.

For further details visit www.edudest.uk 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

