

Dino Advertising Challenge!

This is a creative advertising response to your Dinosaur Isle visit.

- ▶ On your trip you will have seen that the Isle of Wight was home to many species of dinosaur.
- ▶ The Isle of Wight is actually the most important site in Europe for dinosaur fossils!

Student Introduction

- ▶ As a designer, you are the best person to help the Isle of Wight economy to get as many tourists to visit the Isle of Wight and Dinosaur Isle as possible.
- ▶ Your challenge is to create an advertisement that really sells the benefits of visiting Dinosaur Isle and the Isle of Wight as a destination!

TASK

Teaching resources by Education Destination Ltd.

Curriculum relevant materials supporting school trips to the Isle of Wight

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things it has to offer, especially the dinosaur-related activities available at the museum and on the local beaches

✓ You should plan and create a colourful and engaging advertisement that uses language creatively to inform, describe and persuade.

TIPS

- ✓ Make sure the Isle of Wight is your focus
- ✓ Ensure the dinosaur aspect of the trip is at the forefront of your advertising image and text
- ✓ Ensure your brochure balances image and text
- ✓ Think about your audience and what they might want from the trip
- ✓ Use the brochure and pictures of the Dinosaur Isle museum shown here to help you
- ✓ Use an engaging tagline such as 'Why you must visit the Isle of Wight & Dinosaur Isle' or '10 reasons why this summer is the time to visit...'

