

TEACHER NOTES

Art & Design / English Crossover

Graphic Communication: Advertising



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Contextual Summary

This is a Art & Design and English writing resource that engages students with their visit to Blackgang Chine Theme Park. The resource task enables them to practise their thinking and organisation as well as their writing and artistic skills.

The presentation will develop speaking and listening skills. Students are asked to create an advertising campaign, using their experiences at Blackgang Chine as their stimulus material.

The task is designed to appeal to students in upper key stage 2.

SUBJECT

Art & Design / English crossover

UNIT

Graphic Communication: Advertising

OPPORTUNITIES FOR USE

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

Peripheral Task

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Theme Park so that students are aware of the type of advertising seen on-board ferries and around the park; this will help them to create a group's creative responses.

The tasks can be integrated into lessons at any stage throughout the academic year as a fun revision tool or for writing practice. It is anticipated that students will have an enriched experience as they will be reflecting on their school visit activities in a creative way, and this will reinforce how language (writing, speaking and listening), can be a valuable persuasive tool in the field of advertising.

Ability Levels

This resource is suitable for upper key stage 2 students who will be able to work in mixed-ability pairings or small groups.

There are two versions of the resource for higher and lower ability students, differentiated by language only - tasks remain the same due to the group work required.

Key skills practised in this unit:

- ▶ Writing to persuade
- ▶ Selecting images for advertising purposes
- ▶ Creating new ideas from external stimuli
- ▶ Time management
- ▶ Collaborative working and team management
- ▶ Speaking and listening skills.

Relationship to Curriculum

The above skills are required to be taught and practised as per the National Curriculum, for upper key stage 2, English: *Writing*.



P6-P7

CURRICULUM / SYLLABUS

- ✓ National Curriculum 2014
- ✓ Curriculum for Excellence

Applies to Resources numbered:

106271
106272

Learning Opportunities

Pre-Visit

- ▶ It would help if students had an opportunity to look at advertisements on TV, in magazines, on-line and consider what devices are being used to persuade their audience, who the target audience is and how the devices are adapted to audience.

During the Visit

- ▶ Students may take pictures or notes on advertising seen at the park.

Post Visit

- ▶ Completion of the Art & Design / English resource task linked to this document:

Blackgang Advertising Adventure!

Resource ID: **106271** (KS2U lower ability) **106272** (KS2U higher ability)

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- ✓ The collaborative structure of the task is intended to familiarise students with the skills needed to work alongside others in order to complete a group task, thereby gaining social skills as well as learning from each other.
- ✓ There is an opportunity for use of ICT in producing a TV advert and an on-screen advert without sound.
- ✓ The 'Dragons' Den' style presentation provides an opportunity for groups to pitch their ideas to an audience in a competitive environment. There are many speaking and listening opportunities here.
- ✓ The same format/skills could be used at a later stage in order to advertise a school event.

Learning Outcomes

- ✓ Students will demonstrate their thinking, management and writing skills.
- ✓ They will show evidence of planning, creative thinking, collaborative working and time management as well as showing that they can make language choices to persuade.

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