



KS3 Art & Design **Graphic Communication** Advertising



Blackgang Advertising Adventure!

Go on an advertising adventure with this fun task!

Student Introduction

- Your task is to plan and create a new advertising campaign for Blackgang Chine Theme Park.
- You will work in groups of 3 or 4 to achieve this task.
- You will be given a time limit by your teacher.

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- Time Keeper (does not get distracted)
- Quality Controller (a neat and accurate worker)
- Correspondent (communicates with teacher)

Discuss ideas for a theme with:

- a catchphrase or slogan
- some short, persuasive sentences or phrases
- an emotive image



Will you use the smugglers, dinosaurs, or something else you saw in the park as your main theme?

Plan who will do what?

- Use the strengths of students in the group
- Beware of making your tasks too complex for the time allowed!

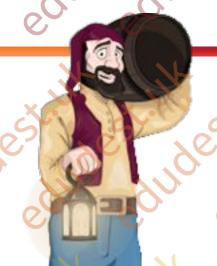


Each group must produce 3 of the following, all sharing the same agreed theme:

- 1. A slide show designed for the Isle of Wight ferry advert screen, with images and language
- 2. An A5 flyer to give out to tourists
- A design for a large billboard
- 4. A storyboard for a TV advert
- 5. An advertisement in a children's magazine
- An element of your own choice

Continued...





- Team members should draft ideas for 15-20 minutes
- ✓ Share your ideas with the group and change if needed to ensure you have a clear theme.
- Each team member then completes their piece of work towards the task.
- ✓ Check often that the group are happy with the work you are doing.
- Tip: Look for the good in your team mates' work. Give praise where you can. Give suggestions for improvement kindly.

When all elements of the task are complete, plan and perfect your persuasive advertising pitch!

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