LESSON: 8PBL DATE: 19/01/09
TITLE: The Promotion ICT & Art TIME: 3 Hours

ACTIVITY	SKILLS TIMES	STAFF	RESOURCES
As students enter they are given a picture of a sweet and by the time the register is completed they need to think of a way to sell the sweet they have in front of them Feedback ideas	10	LW	Sweet pictures
Show adverts for a variety of sweets Vote for whether you would buy the product with reasons (thumbs up or down)	10	SPB	Advert clips
Students select their top 2 sweets from their top trump cards and write the reasons for their choice on a post it Feedback some ideas to group	10	LW/PDC	Post its
Brainstorm catchphrases that are used to sell brands/products Students create a catch phrase to sell sweet 1 & 2 in pairs within their group of 4	10	PDC	
Explain the carousel activities Present examples of movie maker adverts to show what needs to be included in the film clip Present examples of fliers to show what needs to be in the flier	5	LW/SPB	Examples of movie maker adverts and fliers
Students create a 2 minute advert for sweet 1 using moviemaker	1		Task sheet, memory sticks
Students create a flier for sweet 2 using a pencil rough draft and then a final painted version on card	1		Paints, water pots, brushes, A5 paper & card, task sheet
Students then select the best flier and the best advert within their group of 4 and complete the evaluation sheet to show the choice they have made and the reason for their choice	10	SPB	Evaluation sheet

NB: ICT copies are in the learning to learn folder on the R drive
Hard copies of sheets are in the folder in LRC
Shaded activities are done as a carousel

HOMEWORK
Growth Project (remind students of the different sections)