

KS2 5A Make an ad

Planning/adapting

This lesson involves devising, storyboarding and performing an ad for Comic Relief's Dubble Fairtrade chocolate. It is based on a competition featured at www.dubble.co.uk, where you can find more background information and see other students' work and final TV ads.

Delivery alternatives: This lesson can be used instead of (or as well as) lesson 5B *Make a rap*.

Print/copy: one each per student of

- *Printout 5A1 – Samantha Mumba's Dubble ad*
- *Printout 5A2 – Dubble Vision Challenge*
- *Printout 5A3 – Blank storyboard*

Starter (10 mins)

Talk about how students would persuade other students to buy Fairtrade. What do they think would grab the attention of other people of their age group? Explain that they are going to make an ad for Dubble chocolate and the benefits of Fairtrade.

Main activity (50 mins)

Tell students that they are going to devise a TV advertisement for Comic Relief's Fairtrade Dubble bar that draws on the people they have met and the things they have learned.

Divide the class into groups of five or six and distribute *Printout 5A2 – Dubble Vision Challenge* and *Printout 5A1 – Samantha Mumba's Dubble ad* storyboard. Go through the brief with the whole class and guide them through the storyboard.

Distribute *Printout 5A3 – Blank storyboard*. Ask students to agree their storyline and then to divide up the work on the storyboard between them – for example, one pair can come up with the script, one pair the drawing and one the technical information. Once they are happy with their storyboard they can allocate roles and practise acting out their ad.

Plenary

Perform ads in front of class or in an assembly.