

# CREATIVE ... .ADVERTISING IN ACTION

Thanks to our Erasmus+ project, students of the Primary School are exploring with great interest the “secrets” of the advertising process!

With the help of one “expert” in “Communication and marketing”, mother of one of the pupil involved in the project, the young 10 years old learners in Taranto are testing their “creative” abilities in producing “storylines” and “storyboards” . It’s a wonderful experience!

Meeting the “expert”!



Working in “group” ! Be cooperative , to be “creative”!



## From the “storyline” to the “storyboard”



TO BE CONTINUED.....

Here is the link to the whole learning experience!

[CREATIVE advert.\\_SP](#)