

A PACKAGING... EXPERIENCE!

One of the classes of our 10 years old students of the primary school today have worked together with a group of students of the low secondary school (13 years old) to realize something very interesting!

The “packaging” of a product!



The children of the primary school, after having studied the “process” that leads to the biological production of a typical apulien food product, have thought how to “package” it !

They made a lot of drafts and written some procedures underling the importance of using “recycled” materials!



At the end, with the help of the low secondary school students, their tutor during the activity, they made a lot of different “packaging” proving their “entrepreneurial skills”!



The experience has been great!

And now.... we are starting working on the “*advertising poster*”!

CREATIVEADVERTISING 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](#)