



ERASMUS + KA2 Strategic Partnerships For Schools  
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Erasmus+



Gilwern Primary School del Galles

Colegio Del Sagrado Corazon - Berneo ( Bilbao)

137 Secondary school "Angel Kanchev" di Sofia

# CREATIVE....ADVERTISING

Students of the Primary School  
10 years old / 5<sup>^</sup>E  
S.Y .2017/18  
I.C. "RENATO MORO" –TARANTO



# STEP 1

## LET'S START WITH A GAME!

- ▶ Everything started with a simple game!
- ▶ After splitting the class in 4 groups, the teacher has given to 3 groups of children one pack containing the same “product”!



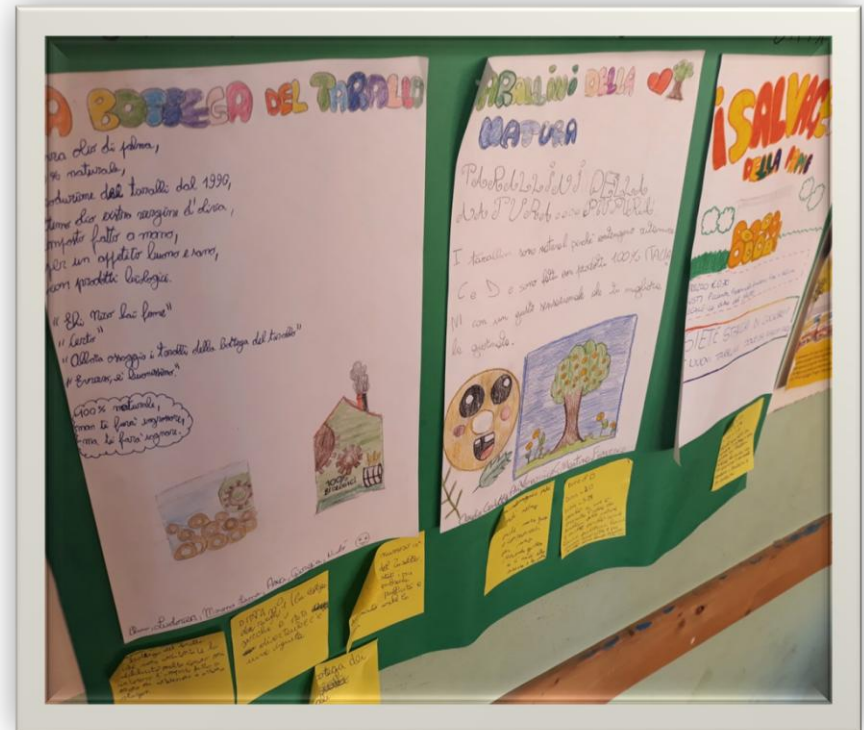
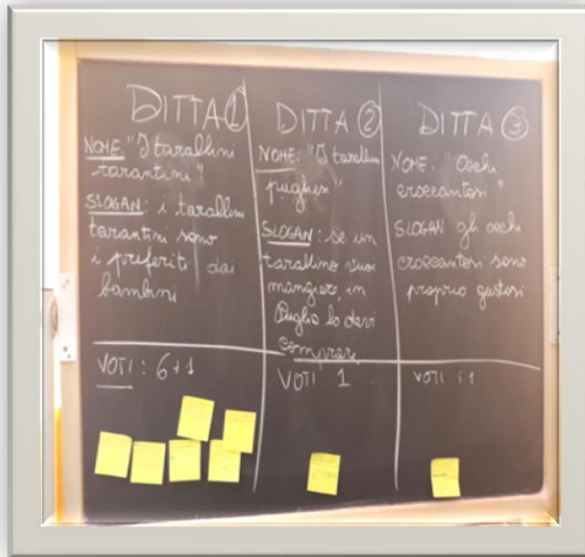




# STEP 1

## LET'S THINK ABOUT...

- ▶ At the end the teacher recorded the results of the choice to the blackboard
- ▶ Thanks to the class discussion students recognized the “great power” of the “advertising” and summed up the conclusions of their “learning by doing” experience!



# STEP 2

## AN INTERESTING MEETING

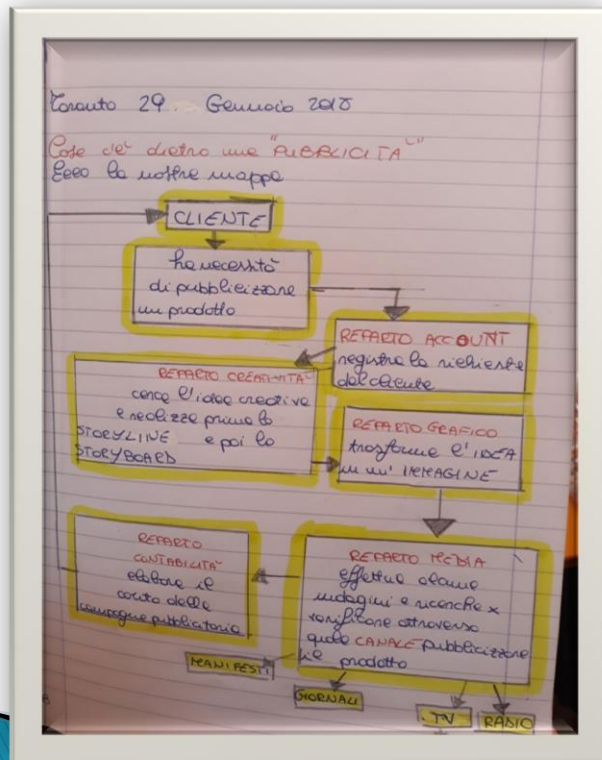
- ▶ *What's behind an advertising poster?*
  - ▶ *How does it work?*
- ▶ These two questions have been faced thanks to the intervention of one of the pupil's parent! As the mother of one of the students worked in the past in an “advertising agency”, the teacher called her to explain to the children the “secrets” of an advertising campaign!





# STEP 2: AN INTERESTING MEETING

- ▶ She explained very well all the process and answered to all the questions of the children about this issue! At the end, with her help, the students have realized a sum-up of all the “steps” characterizing the “advertising” process!



## ADVERTISING AGENCY DEPARTMENTS

1. ORDER REGISTRATION

2. CREATIVE

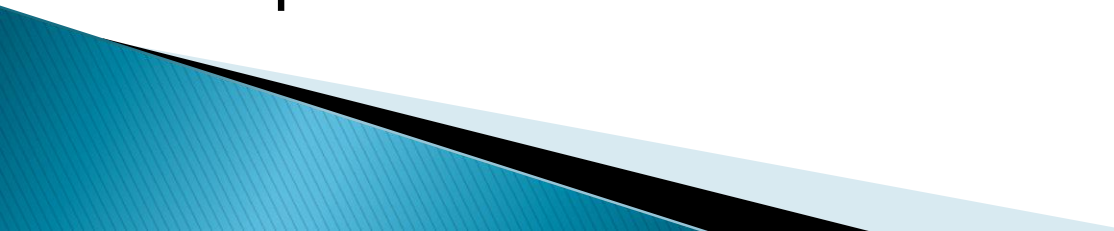
3. GRAPHICS

4. MEDIA

5. ACCOUNTING

# STEP 3

## “CREATIVE” PUPILS AT WORK

- ▶ Natasha, the expert in advertising, helped also children to review the “brief” of their self-made presentation.
  - ▶ In collaboration with the teacher, she proposed the children to “change” the name of the product, and to shorten their long slogans!
  - ▶ Once the class chose the new name and the slogan, she proposed to play the role of the “copywriters” that work in the “creative department” of an advertising agency.
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# STEP 3

## “CREATIVE” PUPILS AT WORK

She explained them that to get a good advertising, it's necessary to think about a **STORYLINE** first, and then to draw and write a **STORYBOARD** with the help of the “art directors”.



# STEP 3

## “CREATIVE” PUPILS AT WORK

That was a great idea for my young learners!  
Immediately they divided themselves in groups and  
worked on what proposed!



# STEP 3

## “CREATIVE” PUPILS AT WORK

They produced many storylines.  
Natasha, then, invited them to draw the storyboard....  
The picture is one example of the “passage” from the “storyline” to the “storyboard”.





# STEP 3

## “CREATIVE” PUPILS AT WORK

And these are some of the storyboards done by the students!





# STEP 4

## “TO BE CONTINUED...”



The next steps of this campaign in which the children are going to be involved are:

1. Packaging of the product
2. Video recording of the most attractive “storyboard”
3. Realization of the “advertising poster”