

TEACHER NOTES

Can You Design? Dino Design Challenge!

Composition of a brochure or advertisement



Contextual Summary

This is an English writing task that enables students to reflect on their learning at Dinosaur Isle, and to consider how they would persuade others to visit. On their visit it is anticipated that students will gain an excellent understanding of what the area has to offer in terms of dinosaur-related activities; it is the most important location in Europe for dinosaur fossils.

The task asks students to consider what they have seen and what they have learned at Dinosaur Isle, and to write to inform and persuade by designing their own tourist advertisement or brochure. They will have the Dinosaur Isle brochure and they will have their knowledge from their talk and tour, as well as the fossil walk, if undertaken. Students could also use the Dinosaur Isle website for further information, and to remind them of how the museum looked, etc. Teachers could ask students prior to the visit to pay attention to the key aspects of the museum – what there is to see and do.

Task Implementation

The task will most probably be undertaken as a follow-up activity on return to school or accommodation. The students will need to have some prior knowledge and understanding of advertising audiences, purposes and techniques.

It would be beneficial to have taught writing to inform and persuade, for advertising purposes, on the scheme of work leading up to the visit.

Ability Levels

There are 3 versions of this resource, generally adapted for low/mid/high ability students. These could be adapted further by teachers if required, i.e. for SEN. Students could work in groups for support, if desired by the teacher.

Key skills practised in this unit:

- ▶ Writing in a specified form for audience and purpose
- ▶ Writing to persuade
- ▶ Writing to inform

Relationship to Curriculum

The above skills are required to be taught and practised as per the National Curriculum, for key stage 3, English/ Writing - composition.

SUBJECT

English




UNIT

Writing - composition

OPPORTUNITIES FOR USE

- × Pre-Visit
- × On-Site Activity
- ✓ Post-Visit
- × Peripheral Task

APPLICABILITY

			KS3
			S1- S3

CURRICULUM / SYLLABUS

- ✓ National Curriculum 2014
- ✓ Curriculum for Excellence

Applies to Resources numbered:

1	0	2	0	1	1
1	0	2	0	1	2
1	0	2	0	1	3

Learning Opportunities

Pre-Visit

There is an opportunity here to look at the language of advertising, and how it is used in tourism specifically. Students can look at the language and style of tourist adverts and brochures generally, perhaps with a focus on the Isle of Wight, or perhaps UK museum destinations.

Students can then be prepared to respond appropriately to the learning and activities they undertake at Dinosaur Isle, considering those aspects they can 'sell' in their brochure or advert, in order to get the most out of this task.

During the Visit

Students should be aware of the learning, activities, and fun aspects undertaken during their tour of Dinosaur Isle, as preparation for the completion of the task.

Post Visit

Completion of the English task / resource linked to this document:

Dino Design Challenge!

Resource ID: **102011** (low ability), **102012** (mid ability), **102013** (high ability)

Enrichment Opportunities

Cross-curricular links with aspects of Science and Natural History, due to the subject matter.

Learning Outcomes

Students will be able to demonstrate that they can use language for a particular audience and purpose (to inform and persuade), on a focused theme, and with an emphasis on encouraging visitors to the Isle of Wight to learn about dinosaurs and how they lived. Students will demonstrate that they can collate information and produce a new text from it.

For further details visit www.edudest.info and click:

- ▶ *Resource Finder* - to locate specific resources identified above
- ▶ *Venue Finder* - to learn more about education at this venue
- ▶ *Subject Finder* - to find other relevant Isle of Wight venues

