

<b>Teacher</b>	S. Nicholson	<b>Subject</b>	Promotional Project (Project 2)
<b>Teaching group</b>	10L/M	<b>BromCom Code</b>	

(if different from teaching group label)

<b>Day</b>	Monday/Wednesday	<b>Date</b>		<b>Lesson No. :</b>	10-12 of 18
<b>Topic</b>	Brands, Logos - developing ideas	<b>NC ref / SoW ref:</b>		<b>Key Stage</b>	4

**Learning Objective(s)** (by the end of this lesson pupils should understand / know / be able to...)

Receive images of, and relevant to brands

Look at advertising methods combining very few words with images

Select a brand / suitable title to combine with images from their imagination

Create and develop (many) ideas and combinations

Review notions of layout, golden section and 1/3 rds rule

**Special Needs / differentiation**

All must... all will produce at least five ideas and a rough layout

Most should Most will produce more than five ideas and several different rough layouts

Some should some will produce many different ideas and layouts with justified annotation showing reasoned choices

Literacy		I.C.T.		Numeracy	
Annotation	y	CAD	o	Averages	o
Answering Q in full sentences	o	Databases	o	Calculations (general)	?
Crossword / Wordsearch	o	Internet use	o	Graph drawing; scales	o
Keywords	y	Spreadsheets	o	Interpreting Data	o
Labelling diagrams	y	Word Processing	o	Measuring	?
Reading books / worksheets	?	Other	o	Other	o
Writing frames	o				
Other (give details)					

**Starter Activity**

Write the Homework in your diary

Get out last week's homework

Speed drawing - cat, dog, fish, baby, child, teacher. Two minutes per image.

**Homework**

Create a sequential plan for making a brochure model.

Due in : next week

**Main Lesson Activities**

Homework check. Review last week / session topic

Speed drawing of favourite logo / brand

Review, cut and paste known logos and brands

Draw their own ideas for new school logo

Draw a rough draft layout for their brochure

**Plenary** Pupils to look at partners work and advise on progress - peer assessment with "POST-ITs"

**Learning Checks / assessment & summary**

Discussion with pupils	y	Q/A session with whole class	?
Looking at folders / written and sketched work	y	Test	o
Practical outcome	y		
Other			

Evaluation of the lesson may be found on the reverse of this lesson plan Key: o = possible, y = included, ? = may be