**ENGLISH OR COMMUNICATIONS: ADVERTISEMENT CREATION**

<table>
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<th>Overview</th>
<th>Students will be required in groups or individually to create a 30 second television advertisement for a product of their choice</th>
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| Objective | Students will:  
  • Show their understanding of discourse  
  • Show their knowledge of advertisements  
  • Demonstrate their ability to work in a group |
| Learning environment | CLASSROOM/WHEREVER STUDENTS HAVE ACCESS TO A WEBCAM AND JUSTIN.TV |
| Standards | 1. Facilitate and Inspire Student Learning and Creativity  
  2. Design and Develop Digital-Age Learning Experiences and Assessments  
  4. Promote and Model Digital Citizenship and Responsibility |
| Materials | • WEBCAMERAS/MIROPHONE  
  • JUSTIN.TV  
  • COMPUTER  
  • WRITING MATERIALS |
| Procedure | Demonstrate their understanding of how by using teamwork, their imagination, knowledge and creativity, students can expand their knowledge and learn how working as a team can produce a great project |
| Application | • Divide the class into groups (or give option of working alone)  
  • Go through criteria sheet and brainstorm  
  • Allow groups or individuals to start writing script  
  • One scripts have been finished students may being filming their clip on justin.tv  
  • Have a showing of all the advertisements in the next lesson |
| Evaluation | This lesson may cover a few classes. The students will hand in completed scripts and link to their Justin.tv site during in class presentations. |