



THIS IS AN EXAMPLE OF A LESSON PLAN USING JUSTIN.TV THAT COULD BE USED TO TEACH A 10TH GRADE CLASS

ENGLISH OR COMMUNICATIONS: ADVERTISEMENT CREATION

Overview	Students will be required in groups or individually to create a 30 second television advertisement for a product of their choice
Objective	Students will : <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Divide the class into groups (or give option of working alone) • Go through criteria sheet and brain storm • Allow groups or individuals to start writing script • One scripts have been finished students may be 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.