

## Year 8 Independent Learning Project (ILP)



Subject: Expressive Arts

Date for the completion of this project:

Week Beginning 26<sup>th</sup> June (this will depend on which day your Drama or Music lesson is)

ILP Title: Designing a TV Advert to Promote The Telford Langley School

<p>In this project you will learn:</p> <ul style="list-style-type: none"><li>• How to use persuasive techniques to advertise</li><li>• How music can create a lasting effect</li><li>• How to use a storyboard to design a scene</li></ul>	<p>Time you should spend on this project: No more than 6 hours</p>
<p>At the end of this project you should:</p> <ul style="list-style-type: none"><li>• Have create a storyboard with a musical choice to advertise the Telford Langley School to prospective students</li></ul>	
<p>You should break down your time in the following way:</p> <ul style="list-style-type: none"><li>• Watch 3 – 5 selling a product</li><li>• Review the three adverts</li><li>• List the positives/selling points about The Telford Langley School</li><li>• Design a story board for an advert</li><li>• Choose a piece of Music that would match your advert and be a positive selling idea</li></ul>	
<p>Weblinks you should use to help you with this task: If you are unable to find an advert use the links below</p> <ol style="list-style-type: none"><li>1. <a href="https://www.youtube.com/watch?v=wJ34mT-oiT0">https://www.youtube.com/watch?v=wJ34mT-oiT0</a> –Disneyland</li><li>2. <a href="https://www.youtube.com/watch?v=JtwDDsiWeDA">https://www.youtube.com/watch?v=JtwDDsiWeDA</a> – Alton Towers</li><li>3. <a href="https://www.youtube.com/watch?v=9wmIZEI1nSo">https://www.youtube.com/watch?v=9wmIZEI1nSo</a> – Ireland</li></ol>	
<p>Other resources and ideas which may help you could be:</p> <ul style="list-style-type: none"><li>- The Telford Langley School Website</li></ul>	
<p>Your work will be assessed by: Handing in your written assessment</p>	
<p>The key words to learn in this project are:</p> <ul style="list-style-type: none"><li>• Theatre in education</li><li>• Persuasive</li><li>• Advertising</li><li>• Emotive</li></ul>	
<p>Your parents may be able to help you by: Watching the adverts Checking you spelling Discussing key themes and ideas</p>	

# WHAT I SAW ON TV LAST NIGHT

Your first task is to watch and evaluate three-five adverts by answering the following questions.

*(use the links added if you can't watch adverts)*

1) What was the product?

A

B

2) Who was in the advert? E.g. adults, children, animals.

A

B

3) What was the target audience?

A

B

4) Did they use songs or music? If so why?

A

B

5) What was the story to the advert?

A

B

6) What was the jingle/slogan/catchphrase?

A

B

*On the other side of the paper, write down five new inventions that would make life more fun and easy for you.*

## **The Telford Langley School**

The Telford Langley School has many features and these positives are the reasons why we have so many students applying to our school. List as many as possible below:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

Storyboard – Advert design

			
<p>e.g. the scene opens with the Front of The Telford Langley School in the background</p>			