

Overview

Learners will use the [Lanzarote podcast](#) as a context for the suggested learning opportunities and as a link between literacy, art and design and health and wellbeing.

With a focus on creativity and research, learners will be given the opportunity to enhance their literacy whilst developing a greater awareness of mass media and learning how nutrition impacts upon health and wellbeing. Learners will develop a new healthy eating product with an advertisement and press release to support its launch.

These learning experiences offer opportunities for links with art and design (perhaps ICT too) as learners will have the chance to create a visual advert to entice potential customers.



Literacy and English experiences and outcomes explored

Using what I know about the features of different types of texts, I can find, select and sort information from a variety of sources and use this for different purposes.

LIT 2-14a

I can make notes, organise them under suitable headings and use them to understand information, develop my thinking, explore problems and create new texts, using my own words as appropriate.

LIT 2-15a

By considering the type of text I am creating, I can select ideas and relevant information, organise these in an appropriate way for my purpose and use suitable vocabulary for my audience.

LIT 2-26a

Other curriculum areas explored:

I can create and present work that shows developing skill in using the visual elements and concepts.

EXA 2-03

Inspired by a range of stimuli, I can express and communicate my ideas, thoughts and feelings through activities within Art and Design.

EXA 2-05a

Responsibility of all:

By applying my knowledge and understanding of current healthy eating advice, I can contribute to a healthy eating plan.

HWB 2-30a

I can understand how advertising and the media are used to influence consumers.

HWB 2-37a

Themes across learning:

Creativity, enterprise

Overview of learning

Possible prior experiences

Listen to the [Lanzarote podcast](#).

Challenges

As a class learners could:

Devise a list of success criteria for the successful completion of the packaging, advertising and press release tasks.

Learners could devise questions to help decide how effective their package and advertisement are, for example:

- Do they fulfil the success criteria?
- Does your advert include appropriate visuals and use of language?
- Does the packaging meet the conventions (e.g. address of company, name of product, nutritional information, ingredients etc)?
- Could they be improved in any way?

After peer assessment, learners could have the opportunity to pitch their product to management, parents or other stakeholders.

Possible evidence

Participation in discussion

Completed notes from nutrition research

Completed package design

Completed newspaper/magazine advert

Completed press release

Wall display arising from the finished products and the process behind the challenge