

## Lesson Support for Stage 5: Poster

**Duration:**  
**Approx. 1+ hour(s)**

### Learning Objectives:

- To use persuasive language
- To present information
- To advertise their zoo by creating a poster

### Areas of Learning and Experience:

The steps within this stage offers opportunities to develop:

- **Languages, literacy and communication:** Expressing ourselves through languages is key to communication
- **Expressive Arts:** Creating combines skills and knowledge, drawing on the senses, inspiration and imagination

### Cross-curricular skills:

The steps within this stage offers opportunities to develop:

- **DCF –**
  - **Citizenship:** Digital rights, licensing and ownership
  - **Producing:** Sourcing, searching and planning digital content / Creating digital content / Evaluating and improving digital content
- **LCF -**
  - **Writing:** Planning and organising for different purposes, audiences and context

### Guiding Ideas / Possible questions to ask:

What details must we have on the poster?  
What kind of language will you use?

## Introduction / Starter

Explain to the learners that they are going to create a poster to advertise their new zoo. They will need to present information on their zoo and use persuasive language to tempt people to come.

Their poster will need to be:

1. Eye catching – Pull target audience in
2. Informing – telling audience what it's about
3. Action – persuading the reader to take action

Student Activities	Differentiation	Achievement outcomes
<p><b>Step one</b></p> <p>Learners will access the task from 'Assignment' in Teams. Set the task out in steps, example below:</p> <ul style="list-style-type: none"> <li>Write down: <ul style="list-style-type: none"> <li>Who your target audience is?</li> <li>What information needs to be included</li> <li>How will you persuade them?</li> </ul> </li> <li>Choose a colour scheme for your posters – think about what you are advertising!</li> <li>Choose a font to use for your text – will it be one font or two, will you use different size fonts for different information?</li> <li>Now you have your poster idea, theme colour(s) and font(s), you can think about content. What will be in your final poster?</li> </ul> <p><b>IDEA:</b> you could provide them with a spider diagram to help the learners focus their ideas – see Appendix</p> <ul style="list-style-type: none"> <li>Now you can begin sketching out your poster</li> <li>Your final task is the real thing! Draw your poster (landscape or portrait), using the components that you have written about. Alternatively, you could make it on the computer, or you could print out pictures onto the page. Just do your best!</li> </ul>	<p>Dictate.</p>	<ul style="list-style-type: none"> <li>To use persuasive language</li> <li>To present information</li> <li>To include appropriate details</li> </ul>
<p><b>Assessment Opportunities</b></p> <ul style="list-style-type: none"> <li>Are learners able to create a successful poster?</li> </ul>		

## Step two

After you have reviewed the learner's posters offer some formative feedback, encouraging learners to improve their work by providing guidance / direction.

Allow time for learners to respond to teacher feedback.

Immersive reader.

- To respond to feedback and improve work

## Plenary

Possible extension: Share the posters with friends at another school and challenge them to create a zoo.

## Key Vocabulary:

- Persuasive
- Poster
- Share
- Upload

## Resources / Supporting files:

- Poster examples
- Teams

## Appendix

