

Lesson: Design a leaflet for 'A Journey for Peace' Tour in Liverpool		Comic: All
Overview of Key Skills To explore how choices of form, layout and presentation create persuasive effects		Cross-curricular links History ICT Media Art&Design
Learning Objectives:	To write/present to inform, describe and persuade To summarise and organise material To explore how rhetorical devices are used to create particular effects To apply knowledge of vocabulary, grammar and text structure	
Key Teaching Points / Research Opportunities	Explain the brief and discuss learning objectives Recap purpose and audience Research <ul style="list-style-type: none"> • Tour leaflets 	
Independent Work	<p>You have been asked by Liverpool Council Events and Tourism department to contribute to a new tour of 'A Journey for Peace' landmarks in the city and have created an audio commentary for the tour.</p> <p>Task Design and create a leaflet to publicise your tour and persuade tourists to buy tickets. Create your leaflet by using pencil/pens, IT software or, if not using a visual method, give a full description of the content and layout of your leaflet.</p> <p>Think about the purpose of your leaflet and who it is aimed at</p> <p>You should include</p> <ul style="list-style-type: none"> • Headlines • Subheadings • Text • Graphics • Slogan • Customer comments <p>Remember to use</p> <ul style="list-style-type: none"> • Short snappy sentences/phrases • An eye catching layout e.g. colour, fonts • A catchy slogan • Attention grabbing graphics • A final reminder of the product <p>Consider language features</p> <ul style="list-style-type: none"> • Questions • Imperatives • Alliteration 	

	<ul style="list-style-type: none"> • Puns • Bullet points
Plenary	<p>Share your leaflet with your family/group and listen to their feedback</p> <p>Ask them how you could improve your work</p> <p>Redraft if necessary</p>
Resources, including ICT	<p>All comics</p> <p>ICT</p> <p>Paper</p> <p>Coloured pens/pencils</p>
Key Questions	<p>Is the leaflet attention grabbing?</p> <p>Is the leaflet informative?</p> <p>Is the leaflet persuasive?</p> <p>Does the leaflet fulfil its purpose?</p> <p>Is the leaflet appropriate for its chosen audience?</p>
Vocabulary	<p>formal/informal style factual layout headlines subheadings graphics slogan</p>
Success Criteria	<p>To adapt language and style of writing for the purpose of persuading</p> <p>To produce an appropriate leaflet - content and presentation</p>
Assessment Opportunities	<p>Completed leaflet</p> <p>Feedback from readers</p>