Festival Fever



You have been selected to help promote a music/arts festival and make sure it is a success. Use your knowledge and skills to create an advertising campaign for this event. Many music festivals are happening this year so you will need to ensure yours is more popular than the rest. Excellent marketing requires a desired product, clever vocabulary, attractive adverts and accessible information.

Use the skills you developed in your festival group project to help you complete at least **2** of the suggested activities. Once you have your ideas tell Mrs H and get started. (Use the back of this sheet to make ideas notes)

Good Luck !

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| You need to… | How?? |
| * Persuade people to come along. * Attract people from near and far * Explain in detail what will be on offer.   Eg.  Make –  a promo poster / TV ad props  Say – on a TV/ radio advert  Write –a newspaper article  Do – Perform a jingle or act in a TV ad. | * *Use emotive and persuasive language* * *What visual adverts could you use? Posters/ billboards/ on buses* * *Newspaper article, TV/ internet advert, website.* |
| Highlight what you will do.  You can use free hand OR technology to complete your tasks. | |

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| E&O |  |
| **T&L**  I can recognise how the features of spoken language can help in communication, and I can use what I learn. I can recognise different features of my own and others’ spoken language.  ENG 2-03a  **Reading**  I can select ideas and relevant information, organise these in an appropriate way for my purpose and use suitable vocabulary for my audience. LIT 2-06a  **Writing**  I consider the impact that layout and presentation will have and can combine lettering, graphics and other features to engage my reader. LIT 2-24a  I can spell most of the words I need to communicate, using spelling rules, specialist vocabulary, self-correction techniques and a range of resources. LIT 2-21a  I am learning to use language and style in a way which engages and/or influences my reader. ENG 2-27a  **TCH**  Representing ideas, concepts and products through a variety of graphic media  I can use a range of graphic techniques, manually and digitally, to communicate ideas, concepts or products, experimenting with the use of shape, colour and texture to enhance my work.  TCH 2-11a  **OR**  **EXP**  I can develop and communicate my ideas, demonstrating imagination and presenting at least one possible solution to a design problem.  EXA 2-06a |  |