**LESSON PLAN**

**StudioLR, Lesson 1: Campaign for Kindness – Part 4**

THE PURPOSE OF THE LESSON

Pupils will create and articulate their campaign idea.

BY THE END OF THIS LEARNERS WILL HAVE EVIDENCE TO SUPPORT THESE OUTCOMES

By completing this lesson, pupils will have a better understanding of the elements that go into campaigns. By creating a full campaign idea without getting into the visual side of it, they will hopefully understand that creativity is as much about thinking as it is about crafting.

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| TIME | TASK | RESOURCES NEEDED |
| 5 MIN | **Recap last week** | Slide Deck 32 |
| 5 MIN | **Your campaign needs**  Pupils should become aware of the three elements their campaign needs. This should be revisited throughout the process to help them stay on track. | Slide Deck 33  Paper, pens |
| 30 MIN | **Create**  Pupils should sketch out a campaign idea making sure it has everything a ‘campaign needs’ (see above).  They might want to use the storyboard technique to explain their campaign. | Slide Deck 34  Paper, pens |
| 15 MIN | **Present**  Pupils should be encouraged to share their idea in front of the class or in groups. | Slide Deck 35 |