**LESSON PLAN**

**D&AD, Lesson No 5: Creative Bravery**

THE PURPOSE OF THE LESSON

Learn how to pitch an idea.

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

Developed their own pitch and delivered it to their class.

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| TIME | TASK | RESOURCES NEEDED |
| 5 MIN | **Recap**  Last lesson we got you to start coming up with brave ideas on how to solve or raise awareness about a big issue.  In this lesson, we’re going to learn how to persuade an audience that your idea is a good one. |  |
| 10 MIN | **The importance of pitching an idea**  *Quote: “Don’t worry about people stealing your idea. If it’s truly great you’ll have to ram it down their throats” - Howard Aikin*  Throwback to the Trash Isles ad. Imagine the landscape they tried to sell that in. In a world of nondescript charity ads focusing on suffering, how do you sell a complete turn around with your approach?  Well it’s all about the pitch. You need to be able to tell a story. | Sonia Beldom’s Article |
| 15 MIN | **Develop your pitch**  Plan out a 2-minute presentation. Feel free to use visual aids! | Discussion, pens, paper |
| 25 MIN | **Present your brave idea!**  2 minutes per person. 2 minutes of feedback and Q&A.  If it feels appropriate, you can conduct a vote for the most favourite brave idea.   Ask students to either vote verbally, anonymously on pieces of paper or by adding sticky dots/stickers to presented work. Count the votes and give massive round applause to the winning idea. | 2-minute timer, voting papers and sticky dots.  If students are not in class, get them to record videos and share them with class.  <https://drive.google.com/open?id=1IXoADQMG7seaiiwK2xoubp4AqUbpNdfM> |