

# Advert Activity game

Key Stage 2  
Advertising & the Media

## Instructions

Time- 1hr

Students must create their own advert for a fete at their school. Imagine that the school needs to raise some money for new sports equipment so the school fete needs to be as exciting as possible to attract lots of people.

This exercise can be done in small groups or as a whole class activity. Consider what they have seen on other event posters?

Students can use magazines to cut out pictures, clip art from computer if appropriate and hand drawn designs to make their adverts.

Notes to students;

- What is the most important information to put on the advert?
- Sometimes too much information can be off putting
- Consider what they have seen on other event posters?
- Who do you want to come to the event?
- Where do you advertise your fete?
- How do you copy your poster?
- How much will it cost to make your posters and put them up?

The students can then compare the groups advert with the other adverts. This should be done more as a way of looking at what the student's feel is the most important information to put on an advert, but could be made into a class competition if appropriate

