

**Title:** Advertising Eggs

**Subject Area:** Design and Technology

**Key Stage 2**

**NC link:** 1 a, b, c and d

**Learning Objective:**

- Children plan and design a poster to advertise the school eggs.

**Resources:**

- A3 paper
- Pens, pencils and paints.
- Access to computer if appropriate.
- A box of Omlet eggs from your chickens.

**Starter**

Look at the eggs and the box and discuss that you want to advertise the eggs. Discuss ideas that may help promote the eggs such as health and lifestyle of the chickens.

**Main Teaching Activity:**

- Firstly encourage each child to draw a draft copy of their poster focusing on lettering and perhaps a caption (catch phrase) or slogan.
- Then give out A3 paper and encourage bold colours (perhaps limited to two or three).
- If appropriate children could use the computer for lettering or graphics.

**Plenary**

- Ask each child to display their poster and talk through their ideas.

**Differentiation**

Encourage children to develop ideas for a slogan or catch phrase. As an extension they could think about what other areas of the media they could ideally use to advertise the eggs.