



LESSON 7

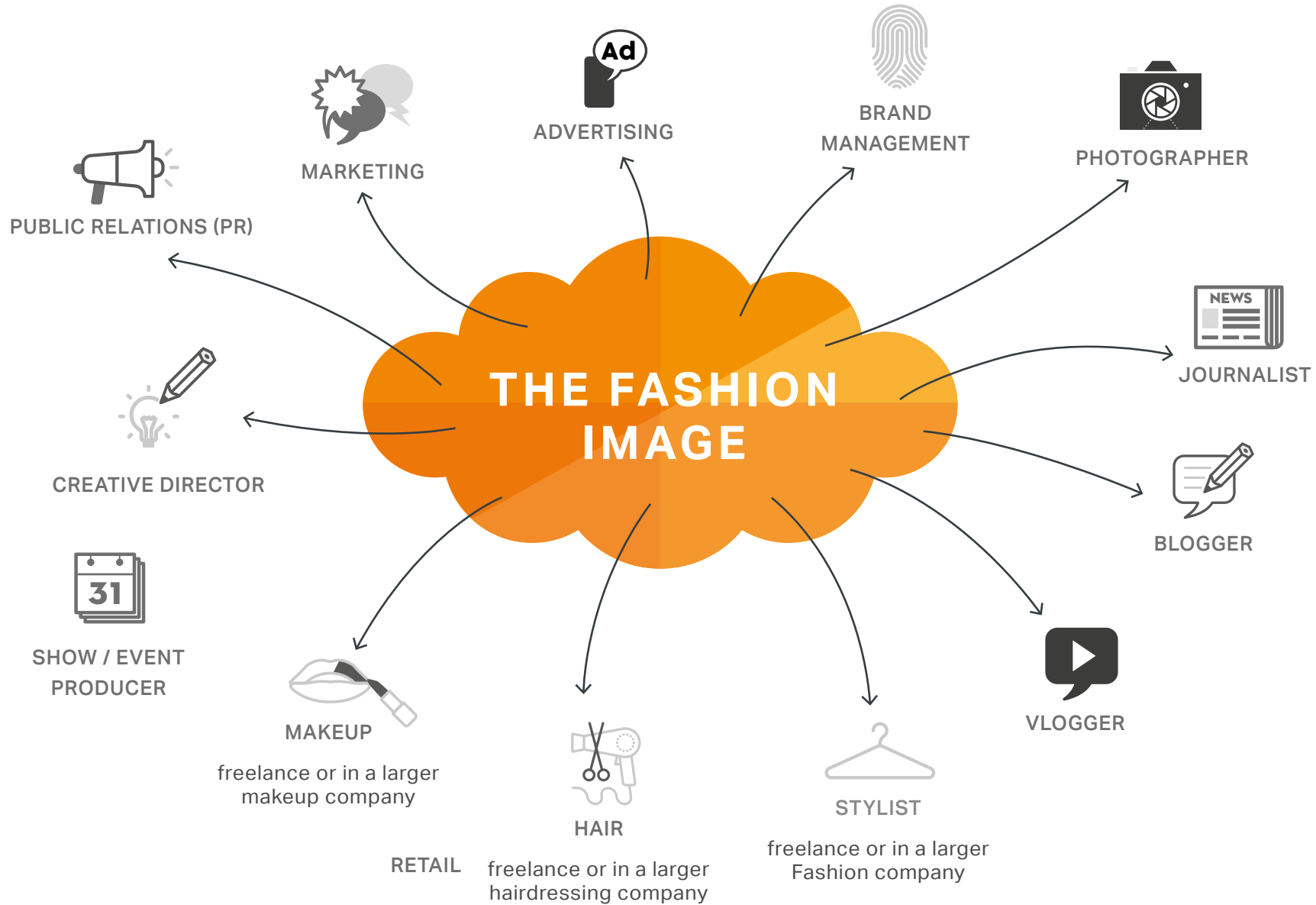
MARKETING & MEDIA

In this lesson you will:

- ♦ learn what marketing is and begin to understand the different marketing channels
- ♦ consider how to market your t-shirt and come up with a marketing plan



CAREERS MARKETING & MEDIA IN THE REAL WORLD



DISCOVER: PREPARING TO WRITE A PRESS RELEASE

ACTIVITY 7B

Press release mind map

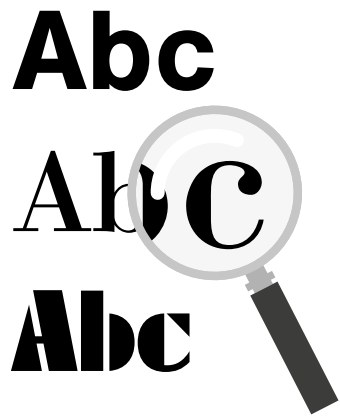
Use this page to plan your press release, using your own mind map.



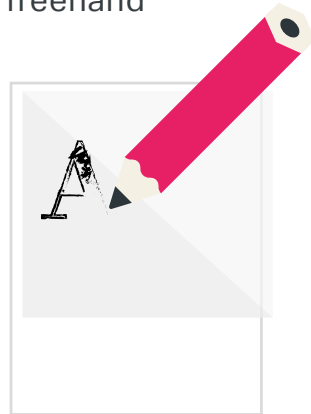
EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM ACTIVITY 7D

Look at the different typography in the museum:

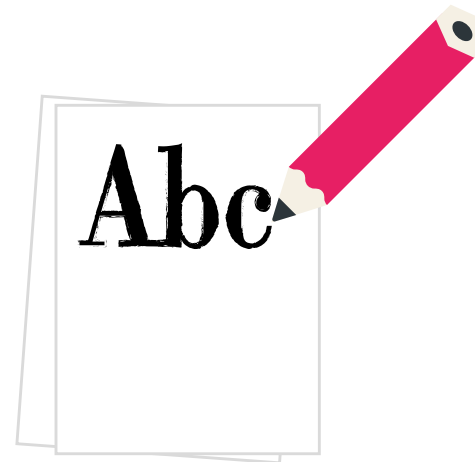
1. choose three Fonts that they think would work with their brand



2. copy the letter styles. You could use tracing paper or draw them freehand



3. create a letter style of your own



4. look at how newspapers are laid out and make notes

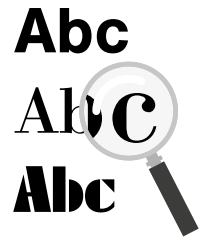




EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM ACTIVITY 7D

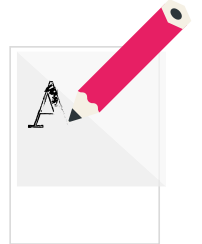
Look at the different typography in
the museum:

1. choose three fonts that you think
would work with your brand





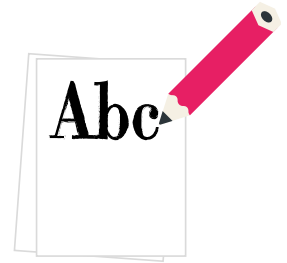
EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM
ACTIVITY 7D continued



2. copy the letter styles



EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM
ACTIVITY 7D continued



3. create a letter style of your own

A large, empty rectangular box with a thin black border, intended for the student to create a letter style.



CONNECT: PRESENT, DISCUSS, EVALUATE
ACTIVITY 7E

Following the field trip, you can present, discuss and evaluate your learning from the field trip activities.

When you get back to the classroom go back to their press release:

Work out how you can make your work have more impact.

Look at the layout and fonts

Try changing around the position of words and images

Try changing font style and size

Consider adjusting your layout

Change the fonts?

Have you looked garment type?

Describe how you have developed your press release:

You could create invitations and a magazine page for homework.

Findings could be incorporated into their final presentation (see Final Presentation brief page 17)

If you are using a blog you could create a QR code.

You could photograph and document all developmental work.



CONNECT: PRESENT, DISCUSS, EVALUATE
ACTIVITY 7E continued

Go back to your press release and look at the layout and fonts. Try changing around the position of words and images. Try changing font style and size.



CONNECT: PERFORMING AND EVALUATING
ACTIVITY 7G (Optional)

The discussion questions opposite could be considered whilst you watch each group presenting. Discussions could be as a whole class or small group discussion. Each group's answers could be verbal or written on the board, flip chart or in their workbooks.



If you WATCHED the presentation:

Did you enjoy the presentation?

What did you like most about the presentation?

Was the press release effective in getting you excited about the brand?

If you GAVE the presentation go to next page



CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 7H

Reflecting on the range activities will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.

1. What did you learn about writing a press release?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



focus on the activities?

discuss brands and what they mean to you?

come up with different ideas?

link ideas together?
work co-operatively with others?

show commitment to a final presentation?

how well did you work with others?
