

'Pimp my Product' curriculum

During the curriculum, students will 'pimp' (improve) a product that they love to use, or invent a brand new product. The curriculum is designed for 3 VMBO GL students who will be working in groups of four.

Input

1. Vocabulary related to creating and promoting a product.
2. Grammar: the future and conditional form.
3. The students will need their reading and listening strategies to understand the simple texts and videos. They will also need their writing skills to promote their product on an online community and speaking skills to create vlogs and give a presentation.
4. Writing descriptions of their product, blogs about their working process, give their opinion and feedback to peers.
5. The students will create an online community (Facebook), create social media accounts and make a presentation. They will receive plenty of guidance and tips on presenting their product.

Output

1. Vlogs (video blogs)
2. Comments on web pages of other groups
3. Written description of product
4. Writing and shooting a Commercial
5. Presentations

What they will achieve at the end of the curriculum

The students have learned to...

1. find relevant information in short texts and articles
2. set up an online community
3. give and receive motivated feedback from peers
4. write a description of a familiar product (or idea)
5. share their personal opinion about their likes and dislikes
6. give a ten minute presentation about their own re-designed product
7. become more confident in using the English language

Website

There is a student task guide for each lesson and all the information for this curriculum (for students and teachers) will be provided on the website. Students can use the QR code (on the right) to get to the website or browse to the site with the web address: <http://pimpmypproduct.weebly.com>



Examples of pimped products

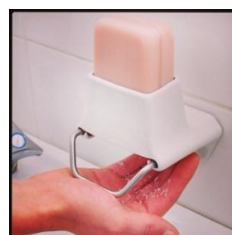
a butter stick



a bracelet key holder



a soap shredder



a standing umbrella





An overview of the 'Pimp my Product' curriculum.

WEEK 1: INTRODUCTION WEEK	
Lesson	Student task(s) including homework
1. Introduction	<ul style="list-style-type: none"> Creating groups and choose product
2. Wacky inventions	<ul style="list-style-type: none"> Discuss summaries of read texts on inventions
3. Going online	<ul style="list-style-type: none"> Creating a facebook page for the curriculum

WEEK 2: COLLECTING INFORMATION	
Lesson	Student task(s) including homework
4. Inventing is easy	<ul style="list-style-type: none"> Expanding vocabulary about inventions and products
5. Creative creativity	<ul style="list-style-type: none"> Create a mood board and discuss it in class
6. Let's vlog!	<ul style="list-style-type: none"> Learn about vlogging and create a vlog (for each week)

WEEK 3: USING YOUR INFORMATION	
Lesson	Student task(s) including homework
7. How it's made	<ul style="list-style-type: none"> Commenting on How it's made videos
8. Back to the future	<ul style="list-style-type: none"> Participating in quiz on inventions Using the future (tense) for the pimped product
9. Describe your product	<ul style="list-style-type: none"> Describing the product (in writing)

WEEK 4: PRODUCT PIMPING	
Lesson	Student task(s) including homework
10. Pimp your product	<ul style="list-style-type: none"> Finalise the improvement of the product
11. How it's made DIY	<ul style="list-style-type: none"> Make a How it's made video for the pimped product
12. The best of 'How it's made'	<ul style="list-style-type: none"> Evaluation (spoken and written) on the How it's made videos

WEEK 5: PROMOTE YOUR PRODUCT	
Lesson	Student task(s) including homework
13. Good logo, great slogan	<ul style="list-style-type: none"> Developing a logo and a slogan for pimped product
14. Let's get social!	<ul style="list-style-type: none"> Setting up social media accounts to promote product
15. Script writing	<ul style="list-style-type: none"> Writing a script and recording a commercial

WEEK 6: PRESENT YOUR PRODUCT	
Lesson	Student task(s) including homework
16. Show your commercial	<ul style="list-style-type: none"> Peer feedback on commercial
17. Almost there...	<ul style="list-style-type: none"> Crossing the t's and dotting the i's for the presentation
18. Present your product	<ul style="list-style-type: none"> Presentation of pimped product