

# Project Planning Form - 'Pimp my Product'

## Group members:

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## Target group:

1. VMBO 3 GL (gemengde leerweg)
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## 1. What do you want your students to learn/be able to do?

*The students...*

1. can scan short texts and articles for relevant information
2. can understand information within a known area
3. can write simple messages on opinions or requirements in a familiar context
4. can write a short description of a familiar product
5. can express likes and dislikes in familiar contexts using simple language
6. can give a talk on a familiar topic

## 2. How are they going to show you what they have learned?

*The students will...*

1. create an online community
2. promote a product
3. make a blog
4. make a video
5. make a presentation

## 3. How do you want them to go about the task?

### Week 1: Introduction

1. Introduction of the tasks and motivating students – Jolly
2. Lesson on invention - Jolly
3. Lesson on creating an online community – b-n

### Week 2: Collecting information

1. Collecting information on chosen product - Réka
2. Lesson on creative design - Jolly
3. Lesson on vlogging – B-N

### Week 3: Putting information in use

1. How it's made? - Jolly
2. Quiz on products - Réka
3. Product description and name - Jolanda

**Week 4: Pimp product**

1. Pimp product - Jolanda
2. Make own 'How it's made' video - Jolly
3. Peer feedback on videos - Réka

**Week 5: Promote product**

1. Slogan and setting up social media – b-n
2. Putting social media into use – b-n
3. Make a script for your commercial - Jolanda

**Week 6: Present product**

1. Shoot your commercial - Jolanda
2. Finalising product, online community and presentation - Réka
3. Presentation - Jolly

**4. What do they need to be able to complete the task?****Input:**

1. The student will learn vocabulary related to creating and promoting a product
2. The students will need the future and conditional form to create and promote their product
3. The students will need their reading and listening strategies to understand the simple texts and videos, they need their writing skills to promote their product on an online community and speaking skills to create vlogs and give a presentation.
4. The students will be 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 (webpage), create social media accounts and make a presentation. They will receive instruction on how to do these things in an action plan.

**Output:**

1. The students will do a role play (commercial) where they have to use the new vocabulary in chunks
2. The students will give short presentations where they have to motivate their choice of product
3. The students will create blogs, vlogs and a commercial to put the future tense and the conditional tense into use

**5. How will they be tested and graded?**

The students create an online community to report the process of finalizing their product and give a presentation during the last lesson. The grading process will take several things into account:

1. The number of votes by peers after the students have promoted their product through social media
2. Motivational opinions of all colleagues in school
3. Individual work

## 6. What have they achieved?

*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 10 minute presentation about their own re-designed product