

# OUR SCHOOL

*To design and format text for a wider audience. To provide opportunities for using the graphic frame facility within a desktop publishing program.*

†† *Whole class working in pairs.*

🕒 *40 minutes at the computer; 20 minutes discussion.*

## **Previous skills/knowledge needed**

Children must be confident in using a word processing or DTP application. They should also have looked in detail at the existing school prospectus.

## **Key background information**

In the world of marketing and selling, quality presentation is increasingly important. High standards of communication, efficiency in telling people what they want to know, and making access to this information as enjoyable as possible is all part of the marketing process. Competition is a driving

# Communicating information

force and children need to be aware of its benefits and pitfalls. A school prospectus is not only a marketing tool but also an opportunity to tell parents what they want to know. The better the quality of the prospectus, the more impressed parents will be. In this task, the children use their school prospectus as a model to enable them to create their own 'Pupils' Prospectus' on the computer, making it look as professional as possible.

## Vocabulary

Format, style, content, section, chapter, paragraph, frame, flat plan.

## Preparation

Collect several copies of the school prospectus for the children to look at.

## Resources needed

A computer, word processing software, desktop publishing software (optional), printer (preferably colour), paper, copies of the school prospectus.

## What to do

Let the children examine copies of your school prospectus. Discuss with them the purpose of a school prospectus and its organisation, layout, style and content. Explain that they are going to write their own prospectus, but it will be aimed at pupils rather than parents. It will be written from their own point of view, to give new children coming to the school an idea of what it is like and perhaps to persuade other children to attend their school. Consider how the children can market or 'sell' their school to the best advantage.

Ask the children to work in pairs and assign each pair a different area to write about, or let the children choose for themselves. Decide as a group on the contents of the prospectus and the number of pages, then draw up a 'flat plan' – a plan of what goes on each page. Remember to include the cover. Ask the children to keep their entries short and emphasise the need for factual information rather than anecdotal content, although a certain amount of this could add to the style. If a DTP application is available, encourage the children to place text within the graphic frames facility to achieve a high quality of presentation. You may need to demonstrate how to do this by accessing the frame tool and placing a graphic onto the page. Further enhancements may be made by giving the frames particular borders.

Once the children are happy with their individual entries, ask them to print these out so that they can be collated. IT graphics or hand-drawn pictures could be used to illustrate the covers and inside pages of the prospectus. (Page 31 provides an activity on designing covers.)

## Suggestion(s) for extension

Children might like to insert computer generated graphics into appropriate sections. These may take the form of scanned images, video images or pictures drawn in a graphics application.

## Suggestion(s) for support

Children with less confidence will find it easier to write about what they know well such as the school uniform, the games facilities, school rules, school visits and trips. Talk to them to clarify the content of their writing.

## Assessment opportunities

This activity will enable you to make assessments in IT capability at Levels 3 and 4. Focus on the children's ability to combine text and graphics and to use appropriate fonts and formats relevant to the

audience, as well as to redraft and work more independently.

## Display ideas

Pages from the children's 'prospectus' could be displayed in the school entrance to provide an entertaining and informative account of school life.



## DESIGNING A POSTER

**To introduce DTP format facilities. To use clip art to enhance a product.**

†† Whole class working in pairs and larger groups.

⌚ 45 minutes at computer; 15 minutes discussion.

## Previous skills/knowledge needed

Children should have the ability to use a variety of fonts and to vary the font size and colour. An understanding of how to use computerised 'clip art' illustrations to enhance their work would be helpful. They should also have seen a selection of posters to appreciate the type of information that these can convey.