

LO: To plan writing by discussing and recording ideas.

This week we are going to be . . .

Actors

Writers



Camera operatives

Photographers

Producers

Directors



We are going to be creating our adverts using pictures and videos uploaded to iMovie.

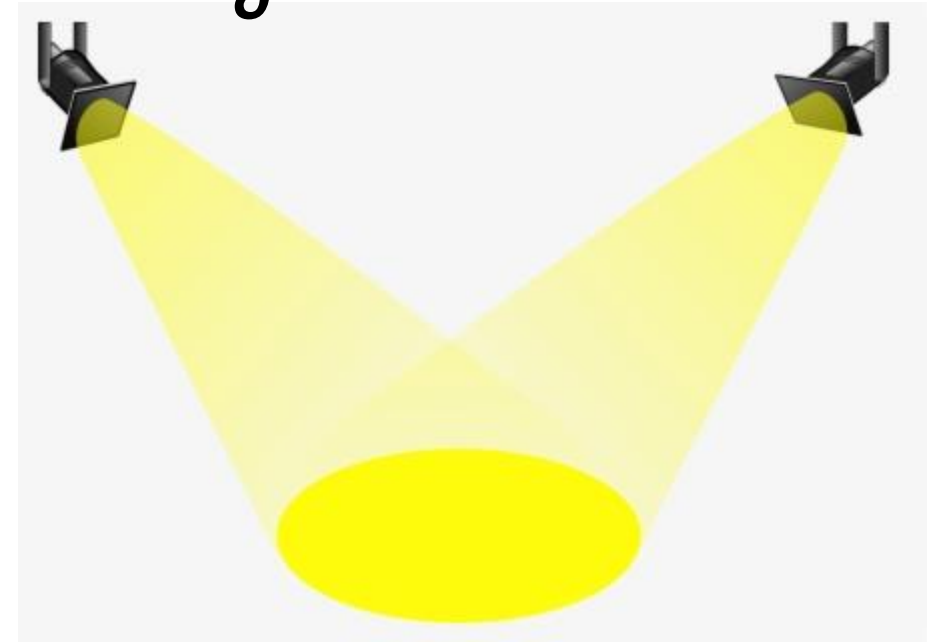
iMovie can be used on iPads and iPhones.

If you have an android device, you are able to download this app for free.

If you do not have access to either of these devices, you are able to add photographs that you have taken to a reel to create the same effect. You can then write up what you would use from last weeks writing, underneath each picture.



Mrs Oliver has created a WAGOLL advert for us! Let's take a look at it before we start ours.



<https://bostonstnicholas.primarysite.media/media/mrs-olivers-example-advert>

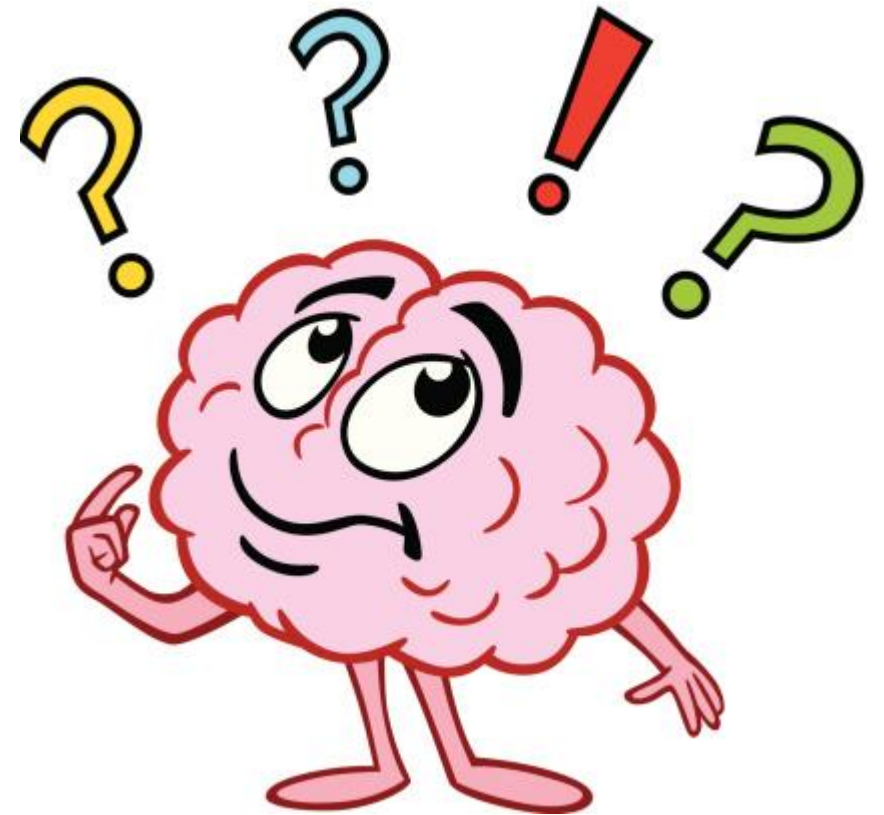
Let's think . . .

What did you like?

What persuasive features did you notice?

Is there anything that could be improved?

What might you do differently?



Storyboarding

This is an important part of the process of creating our adverts.

Before filming or photographing anything, we first need to plan what we are going to do.

This helps us make the best use of our time and to understand clearly, what we need to achieve for each section.



For your storyboard, draw a simple sketch of what you would like to include in each box.

Underneath write short notes about the vocabulary used on each picture.

This image shows a blank worksheet template for a story arc. It is organized into two rows. Each row contains four large, rounded rectangular boxes, one for each act of the story. Below each box are three horizontal lines for writing. The entire page is white with a light gray border.

Remember . . .

Your picture will only be shown for a few seconds. Make it clear and meaningful.

Make sure the pictures and the texts match.

Think carefully about the order that you would like your pictures/videos to be in.

Refer back to your writing from last week to help you.