

GRADE LEVEL 6

CREATE A BROCHURE OR ADVERTISEMENT



OBJECTIVES 

 Students Will:

1. Compare and contrast text with associated images in different forms or genres: story (literary or informational) and advertisement/brochure in terms of the approach, purpose, and audience.
2. Write arguments to support their claims of superiority within the chosen product (brochure or advertisement), including reasons and evidence (images, testimonials, etc.).
3. Include graphics (illustrations, photographs, maps, etc.) to clarify information, highlight benefits and/or features, and add interest to the brochure/advertisement.

ACTIVITY

Students will create an advertisement or brochure for an activity, event, or product that relates to a text (literary or informational) that is being read as part of the classroom curriculum. The brochure or advertisement will include compelling statements, reasons, and evidence gained from the original text, as well as images from *Britannica ImageQuest*.

**EXAMPLE 1:** After reading *Hatchet*, by Gary Paulsen, a student may choose to create an advertisement for a hatchet, including its various features, uses, and benefits over other tools.

**EXAMPLE 2:** A student may create a brochure for a “Hatchet-inspired” summer camp in Alaska, which includes a plane ride, a campout, and survival-skills training.

Example:

<p>DESCRIPTION: _____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>INFORMATION: _____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>NAME: _____</p>
		