

**Partner:** CDPE

**Title of the activity:** **Design an advertisement and create an animation!**

**The background of the activity:** "The aim of the school is to prepare the students for adulthood. In adulthood, young people will either work in a public institution or work in companies or will seek to do business. So in this context skills, entrepreneurship can be cultivated in school and are directly or indirectly related to all the above forms of work.

The development of entrepreneurial knowledge, as well as cultivation and skills and attitudes, are fundamental for students to realize their social responsibility as future professionals with respect for the human and the environment. These skills and attitudes include: taking responsibility, planning and scheduling, collaboration, communication, time management, decision making, resolution of problems, commitment, productivity, efficiency, taking initiatives etc. This activity is related to the above and aims to develop entrepreneurship in students."

**Goals:**

- Awareness-raising
- Practising theory
- Acquaintance with a specific profession
- Teambuilding
- Introduction to project work
- Introduction to planning skills
- Decision-making simulation
- Exploring and brainstorming

**Design-thinking phases taught by the activity**

- Empathising
- Problem definition
- Generating solutions
- Prototyping
- Testing
- Implementation and promotion

### Learning setting

- Non-formal (e.g., organised learning, might be unintentional, students follow teacher's recommendations, leisure activities, voluntary activities)
- Formal (e.g., intentional and organised learning, integrated into the curriculum)
- Only classroom learning
- Only online learning
- Blended learning (mixing of online and classroom learning)

### Inclusion of the Littlebigentrepreneurs computer game in the activity

- Littlebigentrepreneurs computer game not to be used
- Pre-instructional strategy (for advanced users)
- Co-instructional strategy (for an example or practice of learning in a domain)
- Post-instructional strategy (e.g. for assessment, refreshing and synthesis)

### Tools and learning materials used in the activity

- Pieces of paper (e.g., posters)
- Post-it notes
- Lists, worksheets, forms, templates
- Readings
- Questionnaires, surveys
- Interviews
- Additional computer applications, digital media
- Others (list all in the box): pencil, plasticine, mobile phone, coloured papers

## Description of steps

Information about individual steps of the learning activity that enables its actual implementation in the class

Step 1	1X45 minutes	<p>The teacher through visual prompts (image, video, etc.) and dialogue with the students, highlights the topic of the activity.</p> <p>Then the teacher presents the final subject of the advertisement to the students: The student' task is to design an ad in order to promote a space trip on a space cruise ship. Students create a short animation with this advertisement they thought of.</p> <p>The students are divided into 2-4 groups (depends on the number of students) and each group will make a different animation - advertisement for this subject. Each group starts discussing, researching what ad they will prepare and discuss script ideas that they will create.</p>
Step 2	1X45 minutes	<p>Students through discussion in their groups come up with the final scenario that will have their ad (they write it on a worksheet) and illustrate it in an illustration template (design the scenes of the animation) *.</p> <p>(It is not necessary to use the specific worksheet and the illustration template. Each educator can make his own).</p> <p>*We also get ideas from methodology for creating a script in the Educational Process (S. Siakas).</p>
Step 3	1X45 minutes	<p>The students make the heroes and the scenes of their story with plasticine. They can use whatever materials they want for the scenery such as colored paper, cardboard or whatever other material they want.</p>
Step 4	1X45 minutes	<p>Students create their own animations.</p> <p>They record their scripts and photograph the heroes they have created with plasticine.</p>
Step 5	1X45 minutes	<p>They record their scripts and photograph the heroes they have created with plasticine.</p>
Step 6	1X45 minutes	<p>Each group presents to the other groups the animation they created. There is a discussion - reflection between the groups about the ads they made.</p> <p>Students write a short report giving their impressions / evaluation on the activity (what they liked, what they did not like, what they would change, etc.), offering constructive feedback.</p>

## **Additional tips for effective implementation of the learning activity**

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