



# Pitch It

**\*LESSON\***

## LEARNING & DEVELOPMENT OUTCOME

Students will practice planning, initiating, managing, completing, and evaluating projects through creating an advertisement.

## MATERIALS

Worksheet, writing utensils, and drawing supplies

## AGE ADJUSTMENTS

This activity is appropriate for all ages.

## Lesson Plan

### Introducing the Lesson

- Ask participants to turn to a partner to share some advertisements that they have seen. They can be any type of ad on television, in a magazine, social media, etc.
- Explain that today they will be creating their own advertisement for an existing item or a made up one. You can allow them to choose their own item, or you can provide options for them to choose from.

### Experiencing the Lesson

- Hand out the worksheet and drawing supplies.
- This activity will have three rounds.
  - Round 1: Give participants 10-15 minutes to create an advertisement for the item chosen. At the end of time, have the participants think of three things they are hoping people think or feel after seeing their advertisement.
  - Round 2: Participants will switch their advertisement with a partner and write down what the advertisement makes them think or feel and/or what action it inspires them to do.
  - Round 3: Partners will meet and discuss with each other what they wrote down. Encourage participants to share the three things they hoped for and ask questions to find out how they can better get their message across.



What should we do with extra time?

"Have participants pick a couple of ads to create a short video advertisement. Participants can record on a phone, an alternative recording device, or act it out."



### Closing the Lesson

- Lead a small discussion on the importance of planning and evaluating tasks when executing an advertisement or event.

### After the Lesson

- If your participants have to advertise things regularly, save the advertisements to use as a reminder of different tactics they can use to advertise a real event or item.

## Further Exploration



- Encourage participants to share their advertisement with someone outside of the group and get additional feedback.

## Get Creative

- To continue this activity, add an additional two rounds (making a total of 5 rounds).
- Round 4: Participants will find a new partner. They will switch advertisements and give each other two compliments and one additional recommendation
- Round 5: Participants will make the second round of revisions on their advertisement.

## Online

- To facilitate this lesson online facilitator and participants will need access to a video sharing platform.
- Facilitator will need to provide each individual with a digital worksheet.
- Continue as directed. When working with partners, facilitator can put individuals in pairs in breakout rooms.



# ADVERTISE THIS!

My Advertisement

My Partner's Advertisement makes me think of and/or feel:



*Worksheet for: Pitch It*