

# ASTON FIELDS MIDDLE SCHOOL

## EXTENDED LEARNING ASSIGNMENT

2015 - 2016

**YEAR 8**

**SUBJECT:** *Geography*

**SUBJECT TEACHER:**

**TERM:** Spring 2016

**Student name:**..... **Set:**.....

**Date due:**



## Year 8 Geography ELA

### India



**L.O. To design and advertise a product inspired by Indian culture which would be suitable for a global market.**

In geography lessons, you have been studying India and globalisation. Now it's time to take your investigations further! You must research some aspects of Indian culture further to inspire you to design a product which is based on Indian culture but suitable for a global market and for Apu from the Simpsons to sell in his mini mart.

For your investigation you need to complete the following tasks:

Week 1 - Apu needs you to complete some research on various aspects of Indian culture and present it in an interesting way.

Week 2 - He now needs you to pick two or three parts of your research and use these to design some products inspired by Indian culture but suitable to be advertised and sold globally. You will need to finish your final design which shows the final product you and Apu wish to sell around the world.

Week 3 -Decide which are your target countries where you think Apu would want to launch the product and locate these on a world map. For each country you have chosen, Apu will want you to justify why you want your product to be sold there and why you think it will be successful.

Week 4 -Finally Apu now needs you to advertise your new product to bring in as many customers as you can! For this you will need to have a logo and a slogan for the item. Using your logo and slogan you now need to design a poster which can be displayed on flyers and on the internet. You will also need to design a business card and finally write a script, to be presented on radio/internet.

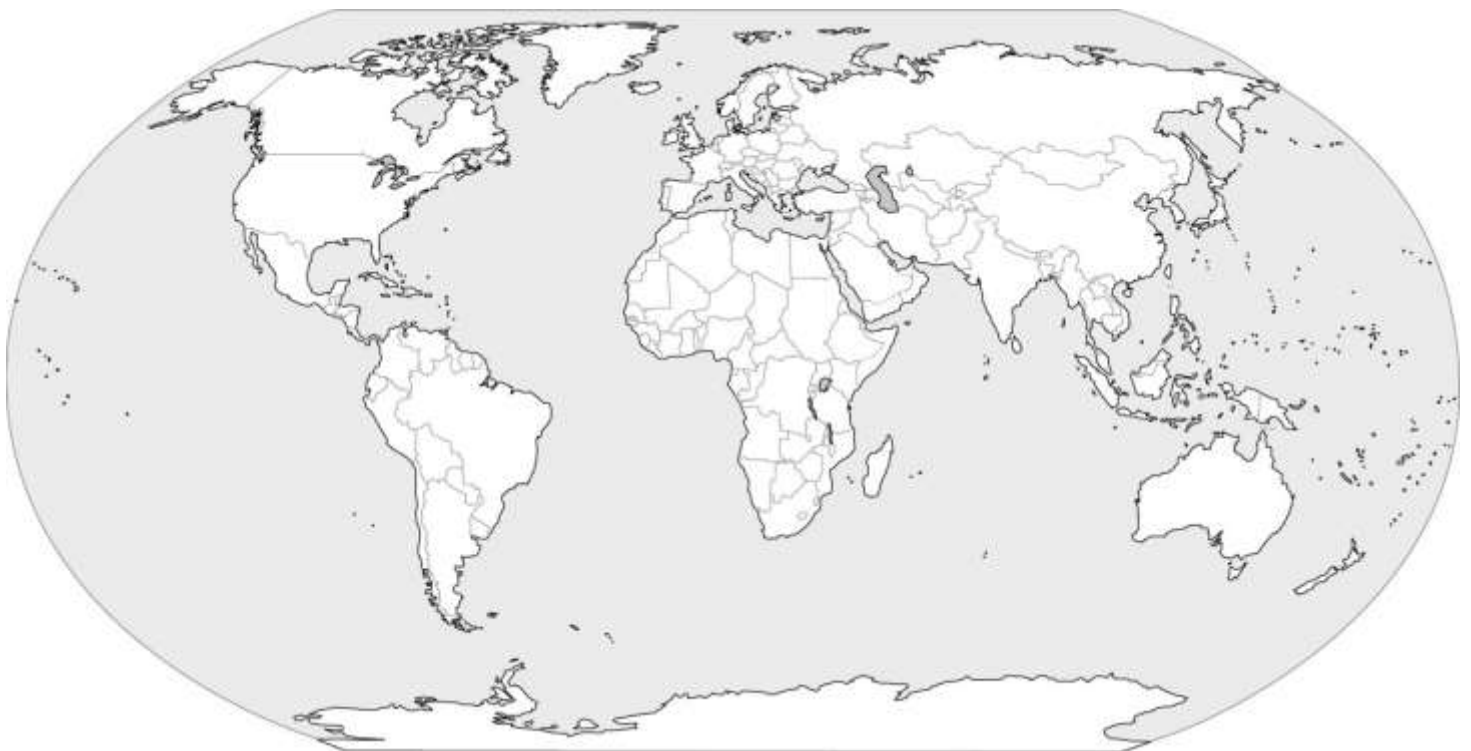
Good luck!!

Week 1 - Research on Indian culture.

Week 2 - Design of product ideas.

Final design

Week 3 - Locate countries where you want to launch/sell your product and in the boxes provided, justify why you've chosen these countries.



Week 4 - You now need to advertise your new product to bring in as many customers as you can! For this you will need to have your own logo and a slogan for your item. Using your logo and slogan you now need to design a poster which can be displayed on flyers and the internet. You will also need to design a business card and finally a write script, to be presented on the radio/internet. Remember to use your persuasive skills from English lessons!

Design of logo and slogan

Business card



Script for radio advert

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Poster advertising your idea.

A large, empty rectangular box with a thin black border, intended for a poster. It occupies the majority of the page below the instruction text.



## **SUCCESS CRITERIA**

### **GEOGRAPHY ELA**

**Working towards** - You complete some basic research and come up with a few ideas for products. You present your ideas in a clear manner with an effective logo and some effective advertising.

#### **Working at** -

You have come up with some good research and have a range of ideas inspired by Indian culture. You present your ideas in a neat manner with an appropriate logo and use some persuasive advertising. Your world map is labelled and you are able to give a basic justification for choosing your countries.

#### **Mastered**

You come up with some very good research and have a varied range of ideas inspired by Indian culture. You present your product ideas in a neat manner with an appropriate logo and some effective and some persuasive advertising. Your world map is clearly labelled and you have justified your reasons for choosing the countries effectively.

#### **Exceeded**

You have come up with some thorough research and have a varied and exciting range of ideas inspired by Indian culture. You've presented your product idea in a neat and effective manner with an appropriate logo and some effective and persuasive advertising. The world map is clearly labelled and you have justified your reasons for choosing the countries effectively and in detail.

### **Reflection**

Be a reflective learner, review your work. Go through and check for any errors and make the necessary corrections.

What you did well: .....

What you could improve: .....

*Tick the skills you think you used for this ELA*

1. Creative thinking ☐

Reflection/Evaluation ☐

2. Effective participation ☐

Self management ☐

Independent enquiry ☐

Team work ☐

**Parents/Carers comment:**

**Teachers comment and target for improvement:**