
Activity: Advertising Workshop
Age range: Grades 4–8
Arts Skill: Theater
Culture: American/European

Skills to Develop: To use a theater-based idea to apply multiple skills such as drawing, writing, working in a group, research, and so forth

What you need:

- Assorted paper and drawing tools
- Prop materials

Vocabulary to explore:

- storyboard
- skit
- casting/cast
- scene
- rehearse/rehearsal

Directions:

1. Divide into small groups. You'll need at least 3 people in each group.
2. Brainstorm a public message or advertisement. Is there a product you want to sell? Or is it an idea? (examples: no smoking, eat healthy, get fit, etc.)
3. Working as a group, begin to write down your ideas and develop a *Storyboard*- through drawing/coloring. You'll need a message in your *skit*, and you'll want to include 2-3 *scenes*.
4. Decide what characters you need in your skit, and create your *cast*.
5. Decode and create any props you'll need.
6. *Rehearse* your skit.
7. Present your skit to the rest of the class.

Goal/Outcome: Students understand the process through which a message or idea can be prepared for dramatic presentation

Curriculum Link: Language Arts Curriculum Standard 5: "Students will demonstrate competence in using the interactive language processes of reading, writing, speaking, listening, and viewing, to communicate effectively."