

Creating the product

» Lesson overview

In previous lessons, students identified the problem, the challenge and a process by which they can develop a promotional product for the Waterwise marketing campaign. In this lesson, students work in teams to complete their product.

» Lesson objectives

In this lesson, students:

- use effective collaborative group strategies to produce a Waterwise promotional product
- create the product.

» Equipment

For the class

- one enlarged copy or overhead transparency of 'Designing the product — Waterwise: Saving water for the future' (Resource 8)
- one enlarged copy or overhead transparency of 'My personal reflections on water journeys' (Resource 10)
- additional resources for the creation of the products

For each team

- the partly completed copy of 'Designing the product' (Resource 8)

For each student

- student journal

» Preparation

Organise access to the internet or CD-ROM libraries to select elements such as clip art, animations, backgrounds and text styles.

Collect additional resources for team products as requested in the previous lesson.

» Lesson steps

1. Ask the students to share some of their design folio ideas with the class.
2. Assist the students to negotiate the roles and responsibilities they might require in their teams to complete the task. Possible roles could include:
 - writer
 - proofreader
 - graphic artist
 - text editor
 - audiovisual director
 - resource manager.
3. The students then create their product. Provide sufficient time for students to do this. They will probably need a number of lessons. Students may also need to source photographs and video or audio files.
4. Ask the students to evaluate how well their team worked together to create the product. What were the strengths of the team? What were the weaknesses? What were the threats to working together effectively? What are the opportunities to improve the way that the team works? What did I do to help my teammates complete the task?

Elaborate

» The students could divide a page in their journal into four boxes as follows and record their responses:

Strengths	Weaknesses
Opportunities	Threats