

Knowsley Writing Development Team Visual Literacy Project

SCHOOL: Park Brow Primary School linked to the Primary Strategy Writing Development Team

PHASE: Primary

KEY STAGE & YEAR: KS1 & 2

CURRICULUM AREA: Literacy/ICT

DURATION: 1 Week

LINKS TO PLANS/NC: CLC Aims 2, 3, 8 Obj; 9, 12, 14,
ICT Strategy; CLA 1, 4, 6 EL 1, 2
EDP2 1a, b, c, d, 4, 6, 7 NC: En1 2c, En2 e, g, h, En3 1a, d, e, j, 2a

LEARNING OBJECTIVES

- To identify different language styles and how to apply writing to target a specific purpose/audience.
- Produce drafts and plan designs and layouts
- Be self critical of work and be able to justify choices in language, colour and photography
- Transfer information from handwritten plans into a piece of visual literacy created using ICT and graphic design tools
- Manipulate text, images and colour using industry standard graphic design applications



BRIEF

During a school trip to Rufford Old Hall (Lancashire) children from Park Brow Primary produced a hand written planning document detailing information about their visit. Children were asked to record information about the Hall including details about its gardens, opening times and dates etc. This written plan was used as the basis to design a piece of persuasive visual literacy using ICT.

DESCRIPTION

The information gathered from the visit was then used to produce a Trifold gate leaflet targeted at perspective visitors to the hall. A flexible template for the leaflet was created by the CLCs as a basis for the children's work.

In the creation of their leaflets children were asked to consider and justify their choices of colour, font and size, grammar and photography.

OUTCOMES/EVALUATION

The Students produced and printed high quality Tri-fold gate leaflets. The finished products were of an excellent standard and demonstrated the use ICT in underpinning key Literacy principles.

"Thank you for the opportunity to work with such excellent facilities and resource. The children had a marvellous time in the centre." – Teacher

This activity was followed up by a visit from Rufford School (Lancashire) to participate in a similar activity at Kirkby CLC.

This project is the beginning of an on going programme working with the Writing and Development Team (Primary Strategy Team) and has resulted in a member of the team being based in the CLCs to further develop activities such as this one.