

# Practise managing workplace challenges

## Guidance sheet

Enter



# Name of project challenge: Create a lesson plan for a primary school class



Primary school role	Graphic design role
<b>1. Research your project</b>	<b>2. Make it happen</b>
<p>Who is your audience?</p> <ul style="list-style-type: none"><li>• Year 2 students aged 6 - 7:<ul style="list-style-type: none"><li>– Already have a good understanding of basic phonics</li><li>– Like working in groups as well as independent activities to challenge themselves</li><li>– Curious about the world around them, responding well to real-life examples</li><li>– Playful, enjoying bright colours and fun games in their learning</li></ul></li></ul>	<p>What are the tasks you need to complete to execute your idea?</p> <ul style="list-style-type: none"><li>• Research phonics on the curriculum and what stage year 2 students should be at</li><li>• Create a student-facing presentation to go through the learning with the class</li><li>• Create a fun and engaging classroom activity to embed the class's learning and understanding of phonics</li></ul>
<p>What will make people want to take part?</p> <ul style="list-style-type: none"><li>• A lesson that is not too difficult but makes them feel like they are being challenged</li><li>• A game/competitive element to the classroom activity</li><li>• Feeling of accomplishing and learning something new by the end of the lesson</li></ul>	<p>How much time is required?</p> <ul style="list-style-type: none"><li>• Time:<ul style="list-style-type: none"><li>– Planning phase</li><li>– Time to develop the presentation</li><li>– Time to create any resources required for the classroom activity</li><li>– Approval from head of year/senior leadership team</li></ul></li></ul>

Primary school role	Graphic design role
<p><b>3. Persuading others</b></p>	<p><b>4. Reaching your audience</b></p>
<p>Who?</p> <ul style="list-style-type: none"> <li>• Head of year/senior leadership team</li> <li>• The year 2 class</li> </ul>	<p>How will you reach your audience?</p> <ul style="list-style-type: none"> <li>• Head of year/senior leadership team:                             <ul style="list-style-type: none"> <li>– A clear and well thought out lesson plan</li> <li>– Lesson outcomes that show how this will benefit the students’ understanding of phonics and link to the curriculum</li> </ul> </li> <li>• The class:                             <ul style="list-style-type: none"> <li>– A bright and engaging presentation to use in the class</li> <li>– A fun activity that allows them to put their learning into practice and enjoy themselves at the same time</li> <li>– An element of competition to give the students something to work towards</li> </ul> </li> </ul>
<p>What?</p> <ul style="list-style-type: none"> <li>• The format of the lesson and classroom activity</li> <li>• The learning objectives</li> <li>• How it links to the curriculum</li> <li>• How it will help embed students’ understanding of phonics</li> </ul>	<p>Why will they get involved?</p> <ul style="list-style-type: none"> <li>• They will be having fun learning</li> <li>• They will feel challenged and enjoy a feeling of accomplishment</li> <li>• Students will be rewarded for their work</li> </ul>

## 5. Your idea

- Ideas could include:
  - Presenting a scenario to the class such as going to the supermarket and getting students to write down some of the words with trickier sounds they may come across such as shopping, groceries, coins, change etc.
  - A hot seat activity where one student sits at the front of the class or a group, their classmates give them a sound and they have to write down a word with that sound in it without hesitating or taking too long. If they can't think of one, another student enters the hot seat
  - A bingo style activity where students have a bingo card with sounds on it, they must locate items from the classroom that have these sounds in them and then cross them off their cards when they see them
- Success measures:
  - The majority of the class has a firm understanding of phonics and can put their learning into practice
  - Students feel confident using phonics to understand some of the trickier sounds like 'ch', 'sh' and 'oi'
  - Students have had fun and enjoyed the lesson and classroom activity

# Name of project challenge: Design a logo, poster and advert for a new product



Primary school role	Graphic design role
<b>1. Research your project</b>	<b>2. Make it happen</b>
<p>Who is your audience?</p> <ul style="list-style-type: none"><li>• People aged 16 - 30</li><li>• Consumers that are conscious of protecting the environment and stopping plastic pollution</li></ul>	<p>What are the tasks you need to complete to execute your idea?</p> <ul style="list-style-type: none"><li>• Research water bottle brands that already exist and other relevant brands for inspiration</li><li>• Design a new logo for the water bottle</li><li>• Design and create a poster and advertisement for the bottle</li><li>• Present the designs to the marketing team</li></ul>
<p>What will make people want to take part?</p> <ul style="list-style-type: none"><li>• A visually appealing logo and brand for the water bottle</li><li>• An engaging poster and advertisement persuading consumers to purchase the bottle</li><li>• Clear messaging in the advertisement as to how the bottle is kind to the environment and can help people to decrease the amount of single-use plastics they use</li></ul>	<p>How much time is required?</p> <ul style="list-style-type: none"><li>• Time:<ul style="list-style-type: none"><li>– Research phase</li><li>– Design time</li><li>– Time to create presentation for marketing team</li></ul></li></ul>

Primary school role	Graphic design role
<h3>3. Persuading others</h3>	<h3>4. Reaching your audience</h3>
<p>Who?</p> <ul style="list-style-type: none"> <li>• The company’s marketing team</li> <li>• Consumers/the target audience</li> </ul>	<p>How will you reach your audience?</p> <ul style="list-style-type: none"> <li>• The marketing team:                     <ul style="list-style-type: none"> <li>– Appealing and carefully thought out designs</li> <li>– An engaging presentation</li> <li>– Information about the research you have done and comparison to what is already on the market</li> <li>– Clear reasons why the designs will be effective in selling the bottle</li> </ul> </li> <li>• The target audience:                     <ul style="list-style-type: none"> <li>– An eye-catching and visually appealing logo</li> <li>– An engaging and persuasive poster and advertisement</li> <li>– Clear messaging as to how this bottle can help the environment and stop single-use plastics</li> </ul> </li> </ul>
<p>What?</p> <ul style="list-style-type: none"> <li>• The marketing team:                     <ul style="list-style-type: none"> <li>– What the logo will look like and why it is effective</li> <li>– Why the posters/advertisements will persuade the audience to purchase the bottle</li> </ul> </li> <li>• The target audience:                     <ul style="list-style-type: none"> <li>– That this is an appealing, modern and innovative brand and product</li> <li>– How purchasing this bottle will help reduce their use of single-use plastics</li> </ul> </li> </ul>	<p>Why will they get involved?</p> <ul style="list-style-type: none"> <li>• The marketing team:                     <ul style="list-style-type: none"> <li>– Can see the thought and effort that has gone into the designs</li> <li>– Can clearly see how they will help increase sales of the bottle</li> </ul> </li> <li>• The target audience:                     <ul style="list-style-type: none"> <li>– Are attracted to the logo design</li> <li>– Are persuaded to purchase the bottle by the poster and advertisement</li> <li>– Can see how this bottle will help them reduce their use of single-use plastic and protect the environment</li> </ul> </li> </ul>



Primary school role

Graphic design role

## 5. Your idea:

- Ideas could include:
  - The logo could be a water bottle shape with an ocean scene in it highlighting how a reusable bottle can help put an end to plastic pollution in the ocean
  - The poster and advert could include stats about plastic pollution and environmental harm
  - The posters could be used at train stations and bus stops to get the attention of the target audience
- Success measures:
  - Increase sales of the bottle
  - Increase understanding of how people can stop using single-use plastics
  - Reduce use of non-reusable plastic water bottles