

Kerpoof Lesson Plan

Write a Persuasive Advertisement

Topics: Language arts, social studies

Grade level: 3-5

Duration: 1-2 hours (depending on whether you have students find examples of advertisements in magazines)

Student assignment:

Create an advertisement to ask your parents to take you on a specific vacation or activity this summer. Ask them to take you camping, or to the beach, or the zoo or aquarium.

Materials and Resources:

- Access to Kerpoof
- Enough magazines for the whole class to peruse (if desired)
- Attached Kerpoof Ad Planning Worksheet



Sequence of Activities:

1. Discuss what makes a good advertisement
 - a. Talk about audience
 - b. List persuasive words for your audience (great, fun, together, family, amazing, learn, play, exercise, happy, etc.)
 - c. Talk about keeping ads short, using only the words you really need
 - d. Discuss the importance of a strong image to go with your ad copy
2. If you want to extend the lesson, give students 30 minutes to look through magazines to find 2-3 advertisements that they think are persuasive to use as models.
3. Give students five minutes to explore the Kerpoof Picture Maker to find something that they'd like to do this summer (camping, zoo, aquarium, a trip to the beach, a picnic, horseback riding, etc.)
4. Have students spend 20 minutes filling out the Kerpoof Ad Planning Worksheet, brainstorming persuasive words and writing their ad copy. Ask them to use at least three words they think will be persuasive to their audience.
5. Give students 30 minutes to build and print their advertisement.
6. Share student advertisements with the class. Vote on the most persuasive ad.

Name _____

Kerpoof Ad Planning Worksheet

On my summer vacation I would like to:

Because:

1. _____

2. _____

3. _____

Persuasive words I could use to convince my family (brainstorm at least six words and then circle the three you will use in your advertisement):

Why are those three words the MOST persuasive? What will they make your family think?

Now write the copy for your advertisement (remember to keep it short and sweet!):

Draft 1

Draft 2

Now you are ready to create your advertisement in Kerpoof!

- 1. Go back to www.kerpoof.com.**
- 2. Find the scene you wanted to use.**
- 3. Create your image.**
- 4. Type in your ad copy.**
- 5. Read it to make sure it says what you want it to say.**
- 6. Print a copy of your advertisement.**
- 7. Write your name on your advertisement and turn it in with your Kerpoof Ad Planning Worksheet.**