

Media Club February 2012

Media club was a very busy club and because of this there was a risk of everyone being too hyper to concentrate so we often began by playing some games to unify the group, get them familiar with each other and use up some energy. This went well as the kids learned to work in groups, be silly together and have some fun, and by the time we turned to focussing on the media side of things they were all comfortable and settled.

In week one the children focussed on news media, and they completed two exercises in their groups; they researched and reported back on a story in the current news, then they made up their own story in the form of a newspaper article, and both groups reported back at the end of the session.

In week two the children were looking at media as a way of putting across as much information as possible in a

short and concise way. We used the format of a postcard to express as much about our identity and personality as possible. They used the picture side to illustrate their likes and dislikes and favourite places and the back included a short message giving important facts about each child. The children loved doing this as it gave them a chance to be creative and inventive and talk about the things they love.

In week three the children learned about the power of branding. We also quizzed them on popular slogans and they guessed the brand, for example, "every little helps", "because you're worth it" ... they then went on and in groups took turns on a computer programme which helped them designing their own brand, whether it was a clothing brand, music or magazine brand.

Week four was a continuation of week three, but this time they were designing from scratch their own individual brand of whatever they wanted.

For the last two weeks the children focussed more on advertising and they planned and filmed a full advert promoting the Factory Skate Park and its many attractions.

It was a great club where on the surface they had a laugh and got to be creative and learn the basics of skills in advertisement media, but under that they were building self esteem, confidence, making friends, and inspiring each other.