

## Marketing Challenge

*Dr Johnson's House workshop outline*

<b>Subject:</b> English/History	<b>Key Stage:</b> 2	<b>No. pupils:</b> 8 - 30	<b>Max. staff ratio:</b> 1:8	<b>Duration:</b> 60 minutes	Teaching resources available
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### Overview of workshop:

**Aims:** 1) For pupils to improve their knowledge and understanding of Johnson, his historic home and aspects of life in 18th-century London. 2) For pupils to engage with history from the perspective of those who run and visit heritage sites. 3) To improve information gathering and writing skills.

This workshop begins with a trail round the house, in which the pupils search for clues about its historic past. After they are more familiar with the building, they are challenged to design a leaflet to market the house to young people aged 8—12. Their next task is to investigate the house for interesting facts, images, activities and so on that would attract children. They then feed back to the group and discuss the language appropriate to the leaflet, look at examples of leaflets from other sites and consider what information has to be included.

As there will not be time for the students to complete the leaflet, Dr Johnson's House supplies a teachers pack with images, a leaflet template and a fact sheet to enable pupils to complete this work in class. This can be supplied digitally if you wish to complete the leaflet on computer. We would be delighted to give feedback to pupils on the finished products and award prizes if appropriate.

<b>National Curriculum Links:</b> HISTORY: Chronological Understanding (1), Knowledge and Understanding(2), Enquiry (4), Organisation and Communication (5). ENGLISH: Speaking and Listening through group discussion (En1:3), Reading for information (En2:3) and Writing composition (En3:1). OTHER SUBJECTS: The leaflets can be designed as part of ICT and extra focus can be put on the Art and design work.	<b>Suggested preparatory work:</b> Explaining the task to the pupils in advance will make them more able to select and identify relevant information from the very start of the session. We can supply an introductory sheet if required.	<b>Suggested follow-up work</b> Completing their leaflet. Pupils could also look at the design process and how a professional graphic designer might produce the work, or the printing process involved.
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