

Facilitation Guide



Propaganda Commercial Wit & Wisdom Module 3

EXPERIENCE OVERVIEW

Students will create a “Propaganda” commercial, animation, or poster to demonstrate background knowledge of the Russian Revolution.

Standards

COMMON CORE STATE STANDARDS

CCSS.ELA-Literacy.W.7.1 – Write arguments to support claims with clear reasons and relevant evidence.

CCSS.ELA-Literacy.W.7.4 – Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

NATIONAL ARTS STANDARDS

MA:Cr3.1.7a. – Coordinate production processes to integrate content and components for determined purpose and meaning in media arts productions, demonstrating understanding of associated principles, such as narrative structures and composition.

Getting Ready

LEARNING TARGET

- I can illustrate my knowledge of the Russian Revolution through my artwork.

ESSENTIAL QUESTION

- What is the power of the Visual Arts to spark a Revolution?

RESOURCES

- [Management in the Active Classroom | EL Education](#)
- [Justseeds.org](#)

MATERIALS

- [Cap Cut](#) (video app)
- [Stop Motion Studio](#) (video app)
- [Flipa Clip](#) (animation app)
- [Google Drawing](#)
- [Poster Worksheet](#)
- [Animation/Commercial Worksheet](#)
- Colored Pencils
- Markers
- Magazines
- 8.5x11 Paper
- 11x24 Paper

OVERVIEW

- For this activity, students will create an animation, commercial, or poster to demonstrate their knowledge of the Russian Revolution to prepare for the Animal Farm reading.
- Note: This activity requires the use of technology such as computers, cellphones, and tablets. Students have the option to use Cap Cut, Stop Motion Studio, and Flipa Clip which are video making applications. Please go over your class expectations and norms on how to use technology appropriately for this project and in the classroom.

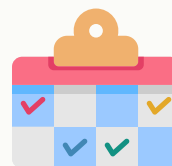
ARTS INTEGRATION MATERIALS



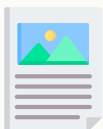
**CONCEPT
MAP**



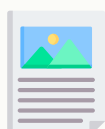

**VIDEO
PLAYLIST**



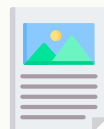

RUBRIC




HANDOUT
MYSTERY TEXTS




HANDOUT
POSTER WORKSHEET




HANDOUT
COMMERCIAL/ANIMATION




MATERIALS
GOOGLE FOLDER

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TEACH

Introduction

Step 1: After students complete the [Building Background Workshop](#), display the following instructions on the board:

Today you will create a commercial or animation to express an idea that is important to you. Reflect on the Russian Revolution articles, videos and artwork that you learned about in class. Review the **Mystery text gallery**, common texts, and expert materials.

- You can work in a group of 3 to 4 people. Or, you can work individually.
- For your commercial or animation, both videos must be at least 15 to 30 seconds long and cannot exceed 1 minute.
- Include a song of your choice and a song from the Russian Revolution music playlist.
- If you create a poster, your image must at least be 8.5 inches X 11 inches.

Next, Display examples of a commercial, animation, and poster:

- Some examples of animation, commercials and posters ideas are...
 - "An animation about the effects of bullying" commercial
 - "Why should there be less homework for students?" animation
 - "Climate change poster"



VIDEO TUTORIAL



MYSTERY TEXTS



VIDEO TUTORIAL



POSTER



COMMERICAL

Organize Ideas

Step 2: Direct students to the BBK worksheet and tell them to complete the assignment before creating their projects. Display the questions and do check-ins while students complete their work.

1. Reflect on how and why the Russian Revolution started.
 - Who supported the Russian revolution, and who didn't?
 - What events led up to the Russian Revolution ?
 - Give an example of a revolution that you know occurred in the past or recently
2. Script organizer: Reflect and write your ideas out for your commercial or animation in the script organizer.
 - Who is your audience? What is your important message about?
 - Why is it important for your audience to see and understand your message?

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TEACH

3. Write out your script-dialogue (If you need more space to make your script, get a separate sheet of paper).

4. Optional: Sketch out your ideas for commercial or animation.

If you are in a group, each person must complete the worksheet individually but can work on the responses together.

Allow for students to experiment with the video making apps and poster designs. Remind the class that they need to complete the worksheet first because it will help them plan out their poster, animation, or commercial idea.

Work Time

Students will work independently for 25 to 30 minutes. Do a temperature check to see if the class needs more time and or help.

Sharing and Closing

NOTE: Create a google folder or google slide for students to submit their animations, posters, and commercials. Present each group/individual's work. You can make this share-out moment a "screening party" before the closing and discussion questions.

Closing Discussion:

1. Did the artists effectively present their message? Why?
2. What music selection and artworks from the BBK materials mystery text gallery did you connect to the most, why?
3. Why do you think language and art is used to create power? Or persuade people?



RUBRIC