



Persuade the Dragon

6 Weeks



Rationale

Are you partial to a tasty and healthy muffin? The children will consider how muffins are targeted to the public. They will research muffins and their fillings to make them suitable and tempting to people in our community. The children will also consider how the muffins are targeted to the public and research packaging, colours, offers and enticements that may persuade people to buy them. Year 5 pupils will have the opportunity to use their creative talents to design, make and market their very own muffins. All pupils will face a local panel of 'Dragons' and give a detailed account of how their product will be launched on the marketplace and try to persuade a panel of judges in the Dragons Den that their muffins, packaging, marketing and public speech are convincing. Will they crack under the pressure? Have they done their financial planning? Is their muffin unique?

Hook

A muffin appears in children's lunch boxes/ hot school dinner tray. A slip of paper also attached to it reads:

I am plain and boring. I want to look attractive and taste delicious so people will want to eat me? I need your help!

Outcome

Children face a panel of 'Dragons' giving a prepared pitch which the dragons will then judge and score. 2 overall winners from each class will then produce their muffins to sell at school.

Thinking

- Use imagination to find multiple solutions to create innovative outcomes.
- To plan and design a unique talk to persuade

Creativity

Adapt my ideas and justify why I have made changes

Design Technology

Children will have the opportunity to develop and plan ideas; drawing on their own experiences and thoughts and those of other people. They will be developing their planning and evaluating skills and have opportunities to communicate their ideas with others through drawing and discussion. They will be measuring ingredients and developing their finishing techniques to ensure

English

Main writing tasks

Children will be developing their written communication skills and their persuasive techniques. They will be planning and drafting ideas and using their writing to aid their verbal communication and deliver a persuasive speech or pitch.

To write a persuasive advert to tempt people in the community to buy the muffins.

Maths

Children will identify nets and create own
Children will use measure in the context of weighing
Children will look at money and decide costings of biscuits
Children will look at ratio and proportion problems linked to their biscuit recipes.

their product is of a high standard.

Other writing tasks

Children will be enhancing their speaking skills. They will be encouraged to speak clearly, fluently and confidently to different people. They will be able to choose words for effect and precision organise what they say carefully and include relevant detail.

Writing skills to cover

Persuasive devices
Figurative language

Spelling, Punctuation and Grammar

Proof- reading
Homophones
'ei'
'ie'
Verb forms
Modal verbs
Modification of nouns

Talk 4 Writing strategies

Boxing up
Reading as a reader
Reading as a writer
Oral rehearsal

Application Subject -IT

drawing and designing logos - Pop art as extension

Application Subject - PSHE

To be able to understand and control emotions under a variety of circumstances

Home Learning

Market research, make prototype, advert and logo, rehearse pitch