

## Unit planner: Can we create the next winning product? Yr5 3 weeks

<b>Lead Subjects: D and T, Literacy</b>		<b>Starter: Watch Rowlatts Hill persuasive advert asking people to apply for Dragon's Den</b>	
		<b>Outcome: Present our product to the Dragon's.</b>	
<p><u>National curriculum subject</u></p> <p><b>Writing</b> Pupils should be taught to: Plan writing by identifying the audience and purpose of the writing. Select the appropriate form and use similar writing as models. Plan writing by noting and developing initial ideas drawing on reading. Plan their writing of narratives by considering how authors have developed characters and setting in what the class have read, listened to or seen performed. Draft and write by selecting the appropriate grammar and vocabulary including that within English Appendix 2 Use organisational and presentational devices - sub-headings, columns, tables or bullet points. Evaluate and edit work using Purple Polishing Pens. Proof read for spelling and punctuation errors.</p> <p><b>DT</b> Pupils should be taught to: Use research and develop design criteria to inform the design of innovative, functional, appealing products that are fit for purpose and aimed at a particular audience. Generate, develop and communicate ideas through collaborative discussion. Select from and use a wide range of tools and materials. Investigate and analyse a range of existing products. Evaluate their design and end product. Present their ideas, research and marketing to a panel in a variety of ways.</p> <p><b>ICT</b> Pupils should be taught to: Select and use a variety of technology for research and presentation purposes, with support if needed. Use technology safely and efficiently.</p>		<b>Objective: Can we find a gap in the market?</b>	
		<ul style="list-style-type: none"> <li>Research various products already made and find out what made them successful.</li> </ul>	<ul style="list-style-type: none"> <li>Get the children to pitch different ideas for products and select an overall product to create.</li> </ul>
		<b>Objective: How do we persuade people to buy our product?</b>	
		<ul style="list-style-type: none"> <li>Literacy unit focusing on different types of persuasive writing.</li> <li>Create a persuasive advert to sell our product.</li> </ul>	<ul style="list-style-type: none"> <li>Create persuasive speeches persuading people to invest in our product.</li> <li>Create persuasive posters or advertising material for our chosen product.</li> </ul>
		<b>Objective: Will our product sell?</b>	
		<ul style="list-style-type: none"> <li>Market research to be conducted on different aspects of the product e.g. cost/colour etc.</li> </ul>	<ul style="list-style-type: none"> <li>Look at the gap in the Market and USP means and consider what is missing in the current market.</li> </ul>
		<b>Objective: How does our product work?</b>	
		<ul style="list-style-type: none"> <li>Literacy unit on Explanation texts linked to Dragon's Den.</li> </ul>	<ul style="list-style-type: none"> <li>Write explanation texts explaining how our product works.</li> </ul>
		<b>Objective: What's the product?</b>	
		<ul style="list-style-type: none"> <li>Design product.</li> <li>Create product and ensure it works ready for Dragon's Den.</li> </ul>	<ul style="list-style-type: none"> <li>Create PowerPoint and Pitch ready for Dragon's Den.</li> <li>Present product to The Dragons!</li> </ul>
		<b>Objective: What Promise will you make? Literacy Unit - The Promise</b>	
		<ul style="list-style-type: none"> <li>Diary Entry from perspective of the girl.</li> <li>Story of change.</li> </ul>	<ul style="list-style-type: none"> <li>Explore moral dilemmas.</li> </ul>
		<b>Pupil lead learning:</b>	
<ul style="list-style-type: none"> <li>Working in small groups focusing on a different area of Dragons Den. E.g. Marketing, Pitch, PowerPoint, Advertising material etc.</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>		
<b>Reflection:</b>			
<ul style="list-style-type: none"> <li>Presentation to Dragons</li> </ul>	<ul style="list-style-type: none"> <li>Reflection and evaluation of Product.</li> </ul>		
<b>Text types:</b>	<b>Literature:</b>	<b>ICT:</b>	<b>Assessment Opportunities:</b>
<ul style="list-style-type: none"> <li>Explanation Texts</li> <li>Persuasive Texts</li> <li>Story of change</li> <li>Diary entry</li> </ul>	<ul style="list-style-type: none"> <li>The Promise</li> </ul>	<ul style="list-style-type: none"> <li>Excel used for Market Research</li> <li>PowerPoint used to create presentation</li> <li>Green Screen to create advert.</li> </ul>	<ul style="list-style-type: none"> <li>Final Persuasive Piece of writing</li> <li>Final Explanation Piece of Writing</li> <li>Story of change into Polished Pieces.</li> </ul>