Colm Cille
Life & Legacy

DESIGN A POSTER / BROCHURE FOR THE VIRTUAL MUSEUM

Suggested Learning Intentions

Pupils will be enabled to:
- evaluate what makes an attractive poster/brochure;
- select and manage information; and
- work both independently and collaboratively to create posters/brochures.

Suggested Learning and Teaching Activities

In preparation for this activity ask pupils to bring to class any brochures, museum guides and posters they have collected from visits to museums and places of interest. Discuss the similarities and differences in the brochures provided by the class. Ask the following questions:

- What makes the brochure or poster attractive?
- Which of these places would you want to visit?
- What do you not like about them?
- How important is colour, images and text?

Use the whiteboard to make a list of words to describe each one. These examples may also be used as inspiration for the pupils' final designs.

Discuss the importance of effective advertising. Which advertisements on TV do they remember and why? Use positive comments as an inspiration for the pupils' final designs.

Access the **Virtual Museum** of the Colm Cille website using an interactive whiteboard to show to the class as a whole. Explain how the museum is divided into three areas and navigate your way around the museum. Explain to the class that their task is to create an attractive poster or brochure to encourage people to visit the Virtual Museum.

Divide the class into three groups. Each group will focus on one of the three parts of the Virtual Museum:

1. High Crosses
2. The Treasury
3. The Manuscript Room

Each group will create a poster or brochure advertising their particular area of the Virtual Museum. They can choose images from the Virtual Museum Image Bank or the internet

to download and print as part of their finished piece. Images can either be scanned or printed, cut out and glued, depending on the ICT skills of the group. The task of each group is to do the following:

• Decide which features of their area of the museum should be used in the poster or brochure
• Choose two or three images to download or copy and print
• Write a description of the key features of these images
• Compose a slogan or catchy phrase to be used to advertise their part of the museum.

The teacher may assist pupils by copying and storing images into a shared folder on the computer network for pupils to access them.

Explain to the pupils to arrange their information on an A4 page or a poster page and decide on styles and effects that will encourage people to visit the Virtual Museum.
For example think about:

• The layout
• Sizing and style of fonts
• Using borders, text boxes or backgrounds
• Sizing and style of graphics

Throughout the design process encourage the groups to consult with the other groups for ideas and advice. Make any changes if necessary. Also remind groups to talk to the teacher about any changes made to the design and explain why you made them.

When the posters and brochures are finished close with a circle time when each group can present their work to the rest of the class and discuss the finished product.

Resources Needed

• Access to the Virtual Museum
• Interactive Whiteboard
• Printer
• Materials to draw, paint and create with, for example pens, pencils, paints, glue, glitter
• Scissors
• Poster paper