

# DIDACTIC PROPOSAL

OER: Designing an advert

Subject: English as a Foreign Language

Course: 1st Year CSE

## DESCRIPTION

This resource will allow the student to know a bit more about comparisons and how to express ability. They will become an advertiser who design a multimedia campaign for a product they have invented.

In this resource, students are provided with activities to practise different linguistic contents that will help them perform several tasks using English as the vehicle of communication.

## METHODOLOGY

- Collaborative Learning
- Project-based Learning

## FINAL CHALLENGE

The final challenge of this project is to think on a product with its main features and a multimedia campaign to advertise it.

This final output should gather all the knowledge and apprenticeship of the contents throughout the current resource.

## TASKS

- Create a digital poster with the main information of the product the students are going to advertise.
- Compose a text with the three main features of the product.
- Write comparative or superlative sentences about the product.
- Create a digital poster or a video to advert your poster.

## ASSESSMENT

Both, students and teachers will take part in the evaluation of the learning process using these tools:

- Learning diary, with which students will be able to reflect on their own learning process.
- Rubrics. Used by teachers to assess students' performance in tasks.
- Peer evaluation

## GROUPINGS

Students will be working :

- Individually
- In pairs
- In small groups of four students

## NUMBER OF LESSONS

- 10 lessons approximately

Tipo de fuente y tamaño para usar en el CANVAS de la Guía Didáctica  
(por mantener cierta coherencia)

La fuente para todo el CANVAS será Ubuntu

|                                  | Tamaño | Formato                     |
|----------------------------------|--------|-----------------------------|
| Título del REA                   | 18     | Minúsculas / Normal         |
| Materia y curso                  | 14     | Minúsculas / Normal         |
| Nombres de las secciones         | 13     | <b>MAYÚSCULAS / Negrita</b> |
| Campos de texto de las secciones | 12     | Minúsculas / Normal         |