

<b>Iditarod Billboards</b>	
<b>Developed by:</b> Kim Slade 2007 WFTOTT	
<b>Discipline / Subject:</b> Language Arts	
<b>Topic:</b> Slogans	
<b>Grade Level:</b> 3-8	
<b>Resources / References / Materials Teacher Needs:</b> <ul style="list-style-type: none"> <li>• Copies of “Iditarod Billboards” activity sheet</li> <li>• Newspapers, flyers, etc. with advertisements</li> </ul>	
<b>Lesson Summary:</b> After studying advertisements, students create imaginary billboards advertising make-believe products that could be sold to mushers.	
<b>Standard’s Addressed: (Alaskan)</b> <ol style="list-style-type: none"> <li>1. Language Arts – A: When appropriate, use visual techniques to communicate ideas; these techniques may include role playing, body language, mime, sign language, graphics, Braille, art, and dance</li> <li>2. Language Arts – C: A students should be able to identify and select from multiple strategies in order to complete projects independently and cooperatively.</li> </ol>	
<b>Learning objectives:</b> Students will: <ul style="list-style-type: none"> <li>• Create slogans and advertisements</li> <li>• Persuade an audience</li> </ul>	<b>Assessment:</b> Completion of activity
<b>Procedural Activities</b> <ol style="list-style-type: none"> <li>1. Students look through advertisements in order to get an idea what ads offer – they look for slogans and what is creative and appealing in the ads</li> <li>2. They create an imaginary product that could be sold to mushers</li> <li>3. Students use persuasion and a catchy slogan to create a colorful and appealing billboard</li> <li>4. (See “Iditarod Billboards” for directions)</li> </ol>	
<b>Materials Students Need:</b> <ul style="list-style-type: none"> <li>• Copy of “Iditarod Billboards”</li> <li>• Newspapers, flyers, etc. with advertisements</li> <li>• Colored pencils, markers, or crayons</li> </ul>	
<b>Technology Utilized to Enhance Learning:</b> <ul style="list-style-type: none"> <li>• <a href="http://www.iditarod.com">www.iditarod.com</a></li> </ul>	
<b>Other Information</b> <ul style="list-style-type: none"> <li>• Discuss fantasy and imagination (products don’t have to be real)</li> <li>• Create poster-size billboards for a bulletin board</li> </ul>	
<b>Modifications for special learners</b> <ul style="list-style-type: none"> <li>• Give topic, such as the sled, then have students create an imaginary product for their billboard</li> </ul>	