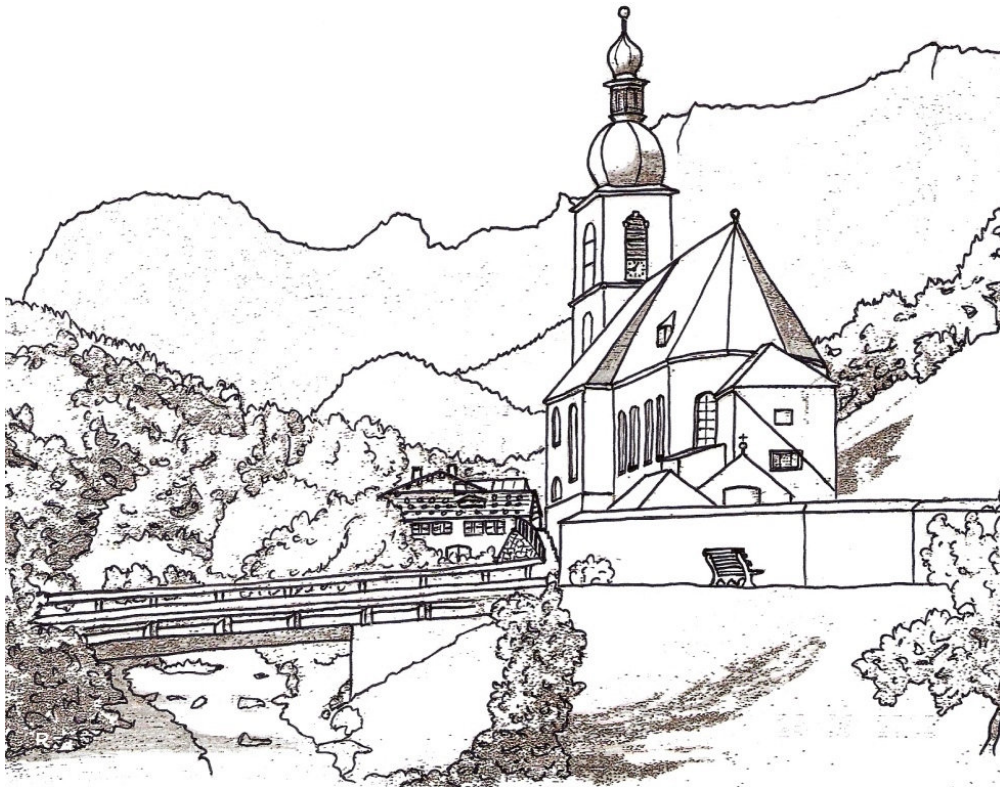


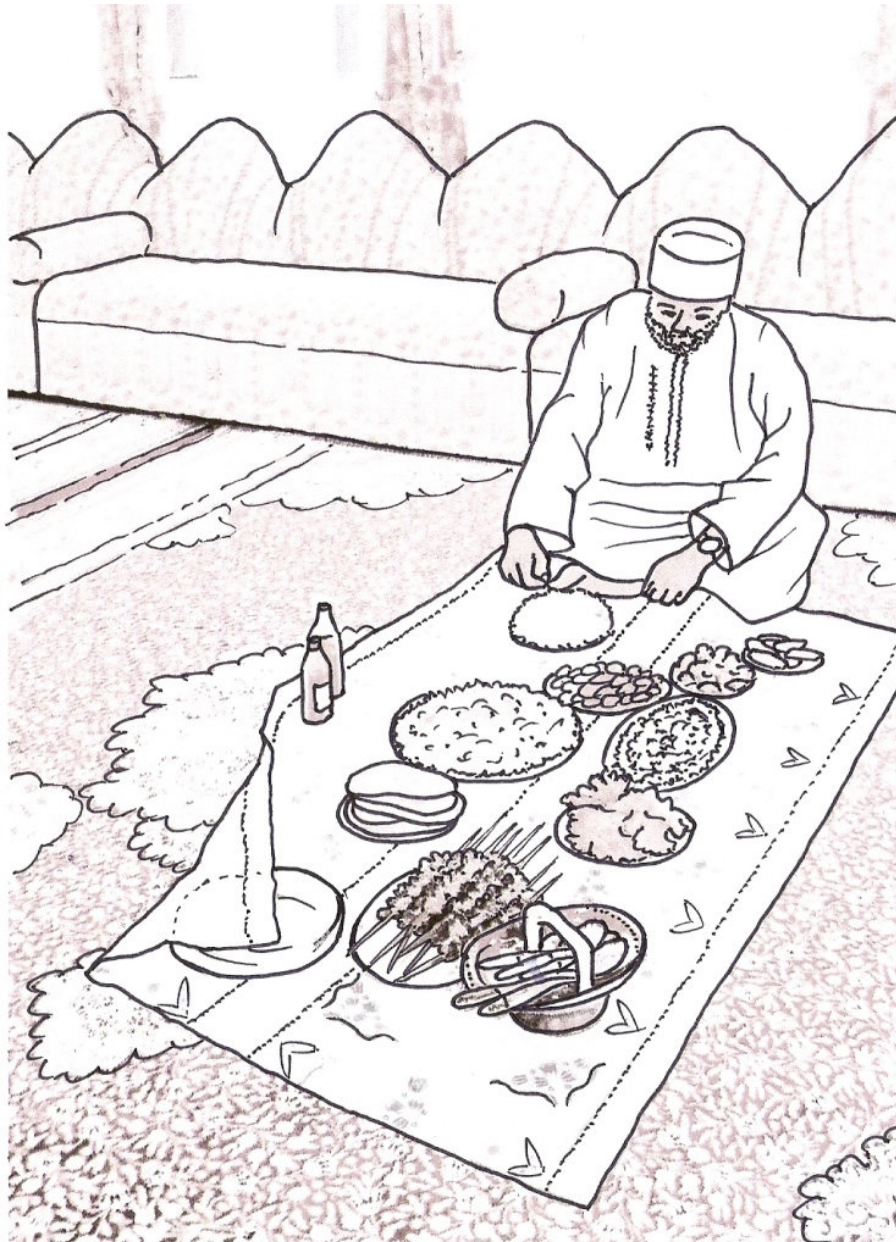
Activity Information

Voices in Pictures

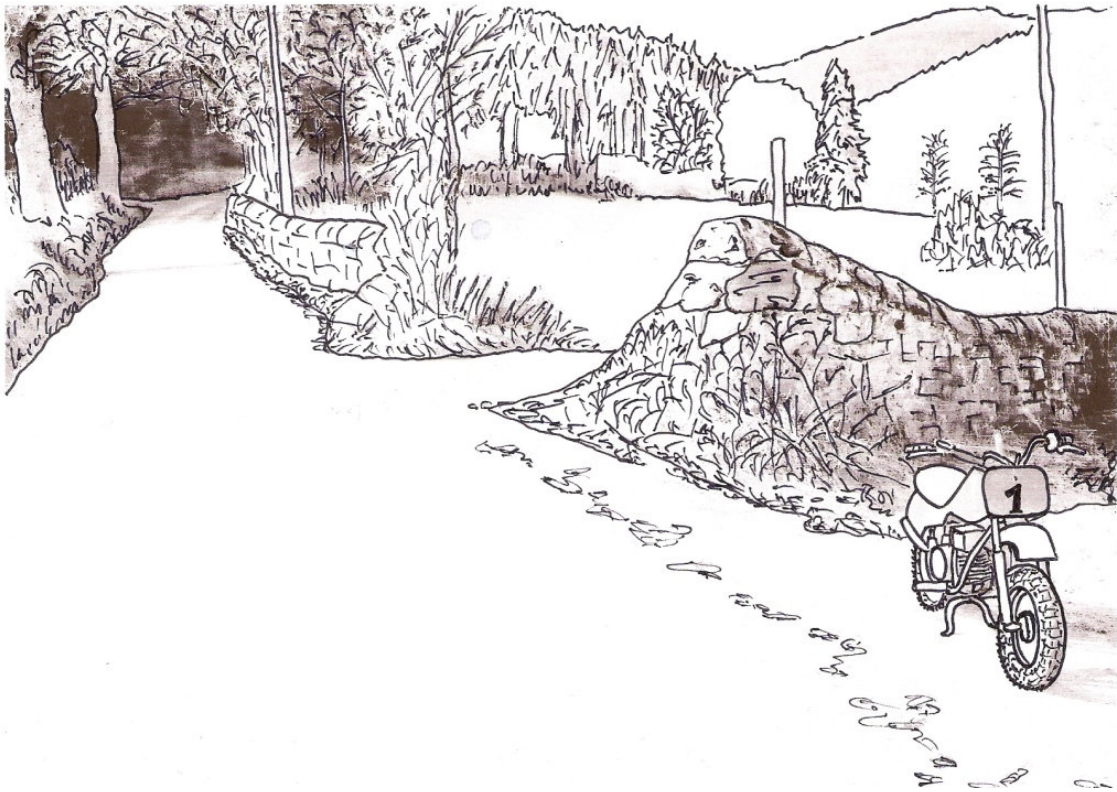
Name of Activity	Colours in everyday life
Language(s)	All
Suggested Level	From A2
Suggested Objectives	<ul style="list-style-type: none"> - Reflect about the role of colours in everyday life - Get aware of the Influence of advertisements and colours - Increase cooperative learning skill - Creativity support
Procedure	<p>Suggestion 1</p> <ul style="list-style-type: none"> - Give learners 3 copies of all pictures - Ask them: <ol style="list-style-type: none"> a) what colours they expect to see in the pictures – according to reality b) to colour one of the pictures with realistic colours c) to colour the same drawing with fantasy colours (e.g. <i>with a green sky and a blue meadow</i>) d) to analyse the impact produced on the observer while watching both drawings (b+c) e) which product(s) they could advertise with the fantasy coloured drawings f) to colour the 3rd copy of the same drawing with a mix of realistic and fantasy colours g) to compare the four drawings (black and white; with realistic colours; with fantasy colours; with realistic and fantasy colours) Which of them is best adapted for ads? Why? What draws the attention of the consumers? h) finally to write an ad for a product in relation with the drawing chosen <p>Suggestion 2</p> <ul style="list-style-type: none"> - Give learners all pictures and ask them to work in pair - Ask them to reflect what or which product/event/holiday...they could advertise with the pictures - Ask them to fulfil the following tasks <ol style="list-style-type: none"> a) to cut out parts of the pictures b) to stick them on a sheet of white paper (or coloured paper) so that they form a fantasy pattern c) to colour them d) to write some ads for printed advertisement e) to make a video clip and to present/act an ad for TV
Other Comments	<p>To find more pictures please go to the project website of “Voices in Pictures”: www.voicesinpictures.eu</p>

Drawings: Wolfgang Dressel/VHS Olching, Germany









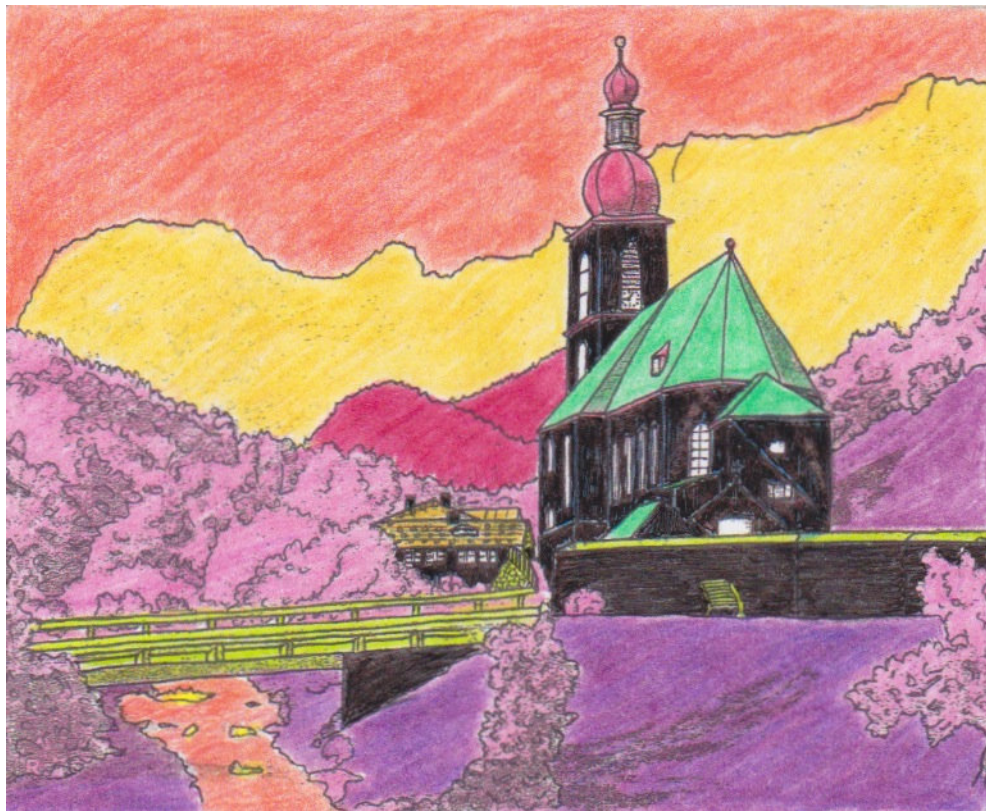
Examples of results-Suggestion 1 – c

Drawings coloured with fantasy colours



Renate

3

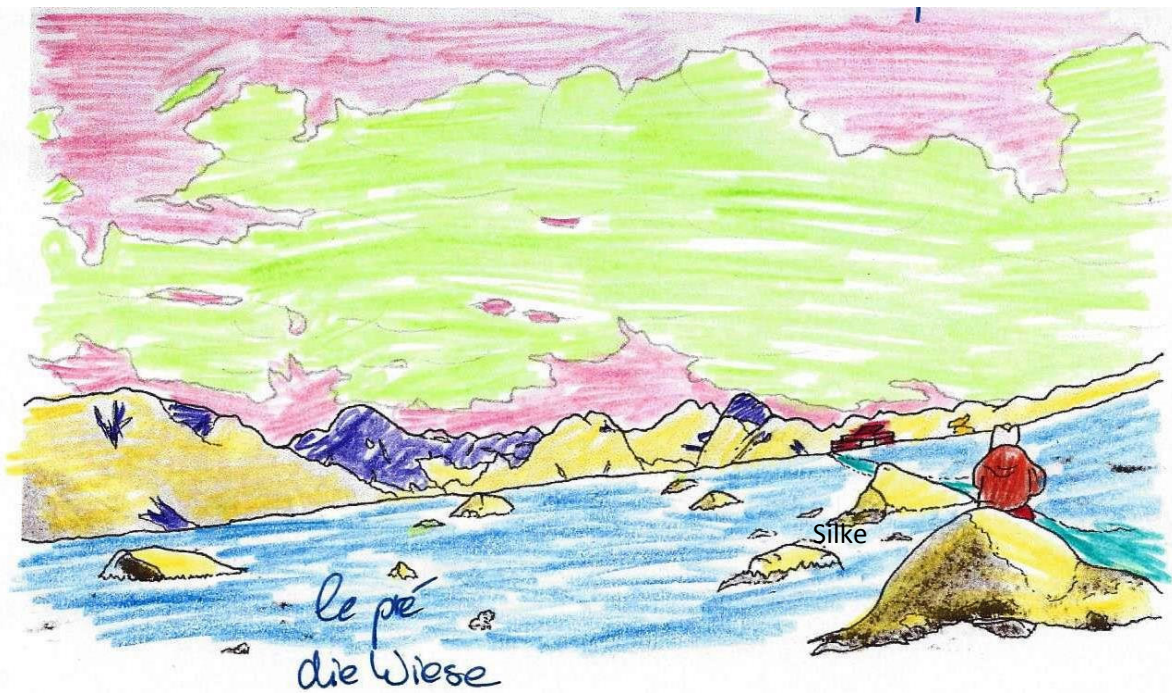


Sabine



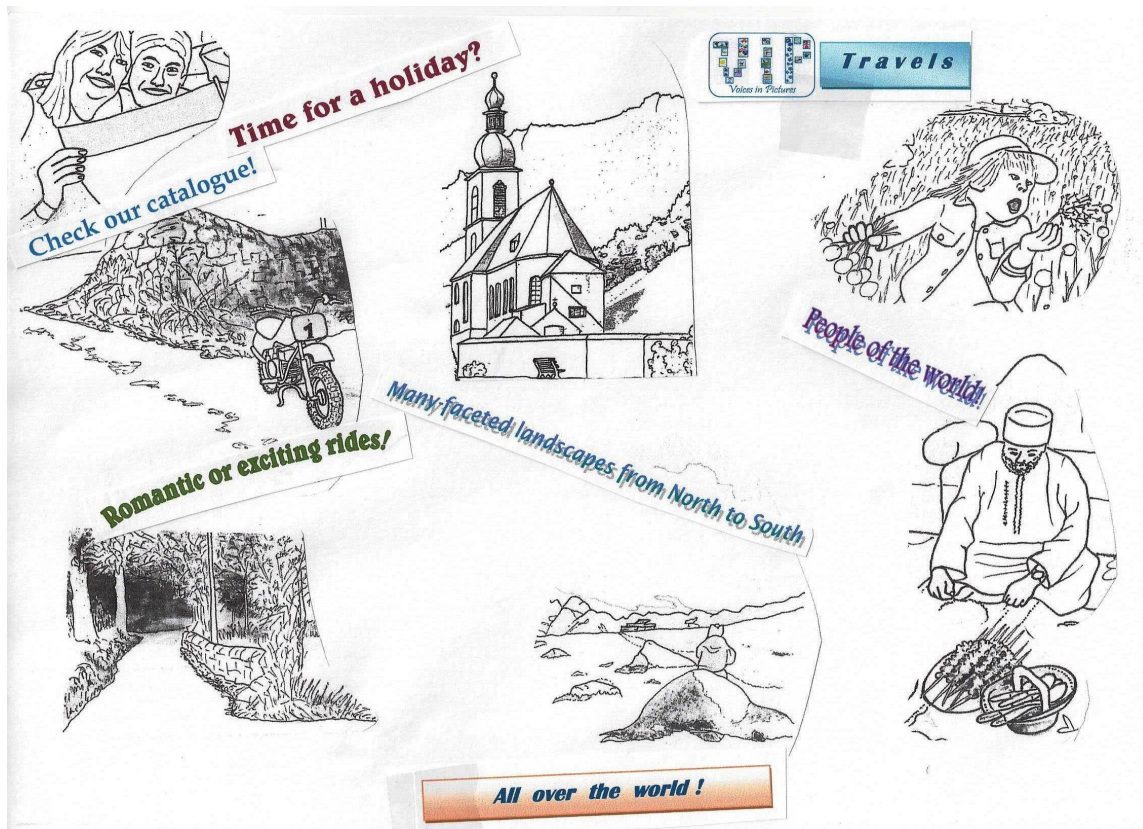
Christine

5



Example of results-Suggestion 2

Ad for magazines, flyers,



Link to advertisement clip: – <http://voicesinpictures.eu/teaching-resources/suggestions-for-exercises/activities-with-pictures.html>

PowerPoint presentation

