



“Smarter... Greener... Safer...” Project

LESSON PLAN

LESSON PLAN_ONLINE WORKSHOP... 1 CROATIA

Topic: ENTREPRENEURSHIP EDUCATION IN MULTIDISCIPLINARY APPROACH

Brief description of the lesson:

Pupils will get acquainted with the production of a traditional souvenir, think of a way of packaging the designed product and create the appropriate promotional materials.

Objectives:

developing entrepreneurship
learning about the process of product production designing and preparing original and attractive packaging
designing promotional materials for the created product

Methods and techniques:

- Problem Solving
- Scientific method
- Brain Storming
- Cooperative learning
- Role play
- Learning by doing

Materials and tools to create a recycled product:

Materials needed to create a traditional souvenir

Paper, scissors, glue, cellophane, etc.

Computer

Tools for creating posters, videos and similar promotional materials School web site, local media, social networks

**Preparation:**

Preparing the creative workshop: creating souvenirs
Preparing the creative workshop: designing packaging
Preparing the computer workshop: creating promotional materials
Dividing pupils into several groups (team work)

Class duration:

2-4 lessons

Class activities:

Questions for discussion... problem solving and brain storming: What are traditional souvenirs from our region?
What is needed for the production?
How do we create a traditional souvenir?
How to create an appealing packaging?
What is promotion, graphic design?

Procedure:

Pupils learn about a traditional souvenir, methods of its production, needed materials and cost of the materials.

Pupils create a souvenir on their own and with the help of the leader. They use to available resources responsibly and rationally.

Pupils design and create attractive packaging for the final product.

Pupils get familiarized with computer programmes for creation of promotional leaflets, posters, etc. Pupils envision and create promotional materials.

Pupils determine the cost of using all the needed resources and cost of work and come up with a possible market price in accordance with that so that they can make profit.

Evaluation:

Pupils discuss the conducted activity. They think of the success, notice the shortfalls in the activity and plan out the further similar activities.

Prepared by:

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