



LESSON PLAN

BRAND BROCHURES

Series: Top Brands

Objective

To help students recall key details from a text and use those details to make a brochure.

Supplies

- One or more books in the Top Brands series
- White paper
- Pens, colored pencils, or markers
- Whiteboard

Before the Activity

Set the paper and pens, colored pencils, or markers out on a table. Write the following questions on the whiteboard:

- What kinds of things does this brand make or sell?
- When did this brand start?
- What is this brand most famous for?
- What are three fun or interesting facts about this brand?

Activity

First, divide the class into pairs. Explain that each book in the Top Brands series describes a popular brand. Have each pair pick a book and work together to create a brochure about this brand.

Read the questions written on the whiteboard. Students will create a brochure that answers these questions. Demonstrate folding a paper into thirds to create a brochure shape. Show students the front cover, the inside flap, and the main spread (which will be divided into three sections). Students should write their brand's name on the front cover. Then, they should use the other sections to answer the questions from the whiteboard. Students should read their selected books to find these answers. They can also use the pens, pencils, or markers to decorate their brochures.

After the brochures are finished, call on each pair of students and have them present their brochure to the rest of the class.



Evaluation

Collect the brochures at the end of class. Did students write answers to each of the questions from the board? Were those answers accurate summaries of the book's text? Give each group 2 points for each accurate answer and 2 points for following the brochure format, for up to 10 points total.