



Advertising Dimension

—
INS MARINA Activities

Lesson plan



Stage	Subject	Lesson title
2nd CSE- 14 years old	Physics & Chemistry	<i>...takes the doctor away</i>
3rd CSE - 15 years old	Art	Art keeps the doctor away
4th CSE - 16 years old	English	Is it healthy or is it marketing?



...Takes the Doctor away

...Take the doctor away



Lesson Objectives

- Be aware of healthy daily habits.
- Observe healthy habits we make as individuals.
- The little things we do every day are also healthy. You don't need to pay for a gym.
- Find out what benefits these healthy habits bring us both physically and nutritionally.
- Create an advertising campaign.
- Give uniformity to the advertising campaign taking into account the work of your classmates.
- Work as a team and learn to make joint decisions.

...keeps the doctor away



An Apple a Day...



... Keeps the Doctor Away

...keeps the doctor away



Origin of this proverb



an apple a day

The original adage
from 1800's Wales was,
"Eat an apple on going to bed,
and you'll keep the doctor
from earning his bread."



...keeps the doctor away



but...what a proverb is?

It's a short memorable saying that expresses a truth or gives a warning.

It is usually a short phrase that expresses popular knowledge and is transmitted by oral tradition.

...keeps the doctor away



they are synonymous



sakāmvārdi un teicieni



proverbis, refranys i dites



proverbs and sayings



proverbios, refranes y dichos

...keeps the doctor away



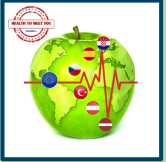
FAMOUS PROVERBS



- **Two wrongs don't make a right.** → When someone has done something bad to you, trying to get revenge will only make things worse.
- **The pen is mightier than the sword.** → Trying to convince people with ideas and words is more effective than trying to force people to do what you want.
- **When in Rome, do as the Romans** → When you are in a new place or situation, try to act like the majority of people in that place or situation.
- **The squeaky wheel gets the grease.** → The person who complains or protests the loudest attracts attention and service.
- **When the going gets tough, the tough get going.** → Strong people don't give up when they come across challenges. They just work harder.
- **No man is an island.** → You can't live completely independently. Everyone needs help from other people.
- **Fortune favors the bold.** → People who bravely go after what they want are more successful than people who try to live safely.
- **People who live in glass houses should not throw stones.** → Don't criticize other people if you're not perfect yourself.
- **Hope for the best, but prepare for the worst.** → Bad things might happen, so be prepared.



...keeps the doctor away



*A cigarette a day
DOESN'T KEEP
the Doctor away*



Nicotine acts as a blocker of
ganglionic nerve transmission



**Cigarete dienā
NESAGLABĀT
Doktors prom**




Nikotīns darbojas kā
ganglionu nervu transmisijas
bloķētājs

...keeps the doctor away



*A cigarette a day
DOESN'T KEEP
the Doctor away*



Nicotine acts as a blocker of
ganglionic nerve transmission



Cigarette dienā
NESAGLABĀT
Doktors prom



Nikotīns darbojas kā **ganglionu**
nervu transmisijas bloķētājs

...keeps the doctor away



Do yoga 5 minuts a day
to keep the doctor away



Yoga lowers your heart rate
and helps you sleep.

Jan Catalá i Alejandro Muñoz 2B

A DOG WALK A DAY



Scalibor[®]
Collar de 48cm para razas pequeñas

12
MESES EFECTO
REPELENTE FRENTE
AL FLEBOTOMO

Leishmaniosis

MSD
Animal Health

345113 R1

KEEPES THE DOCTOR AWAY
IMPROVES THE FEELING OF WELL-
BEING, REDUCES YOUR WEIGHT BY
5% AND INCREASES YOUR ENERGY

Irati Valero 2B
Alicia García 2ºB



USING THE MOBILE FOR MANY HOURS A DAY



DOESN'T KEEP THE DOCTOR AWAY

The negative consequences of spending too much time with the mobile can be both physical and mental: physical, due to the body posture we adopt when using these devices and mental, due to the increased excitability in the nervous system that causes an addiction to the device.

Lucía & Aleix
2º Eso B



...keeps the doctor away



Erasmus+

An Orange a Day Keeps
the Doctor Away

Orange contains vitamin C, an antioxidant that improves eyesight, strengthens bones and joints, beneficial in different aspects to the skin.... But above all it strengthens the immune system.

From Paula Jimenez&Madelyn Solano



A banana a day
KEEPS
the Doctor
away



Banana contains Potassium (K). It helps nerve function and muscle contraction and helps keep your heart rate steady.

Walking 30 minutes is a routine
that improves your blood pressure



Walk ten
minuts a day
To keep the
doctor away



Juan i Joan 2ESOB

Sr.A

...keeps the doctor away



**LYING ON THE SOFA ALL DAY
DON'T KEEPS THE DOCTOR**



It harms you in that it decreases physical performance leading to fatigue and more inactivity, atrophying muscles, losing their mass and deteriorating bones, making them more fragile and susceptible to fractures. ... Tiredness comes soon. There are more negative effects, such as anxiety, pneumonia and kidney stones.

ALBERT RODRÍGUEZ

NOA LÓPEZ 2NA



**A smile a day
keeps the doctor
away**

The latest studies indicate that a smile, even forced, helps us to be more empathetic people, although it does not provide us with automatic happiness



Iker
sanchez

Raul
sanchez

Erasmus

...keeps the doctor away



A strawberry a day keeps the doctor away

Una maduixa al dia manté al metge a la llunyania.

A strawberry contains sources of vitamin B. It acts as a powerful natural antioxidant and anti-inflammatory. One cup of strawberries contains 21 grams of manganese.



Marco, Natalie i Júlia



A kiwi a day
Keeps the doctor away

Kiwi has vitamin C

It contains potasio



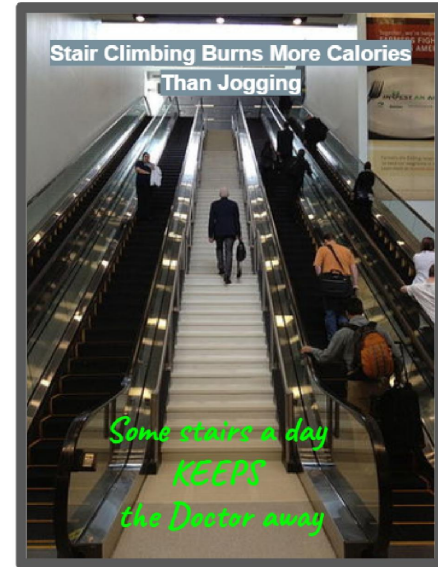
Marco, Natalie i Júlia



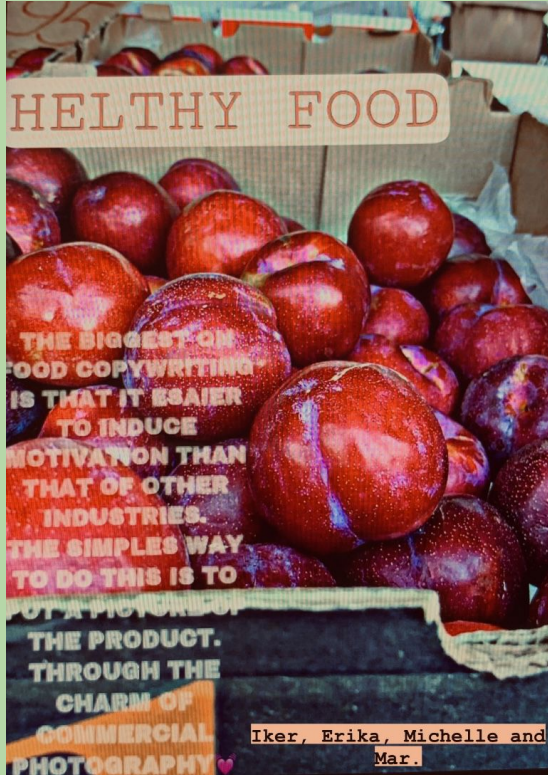
...keeps the doctor away



Stair climbing improves muscle strength, bone density and joint flexibility.



...keeps the doctor away



healthy food



beneficis de l'alimentació saludable.

- 1 te manté fort i saludable.
- 2 Protegeix el teu sistema immunitari.
- 3 manté la pell clara de imperfeccions.
- 4 regula el trànsit intestinal.
- 5 redueix l'estrès, millora l'estat d'ànim.

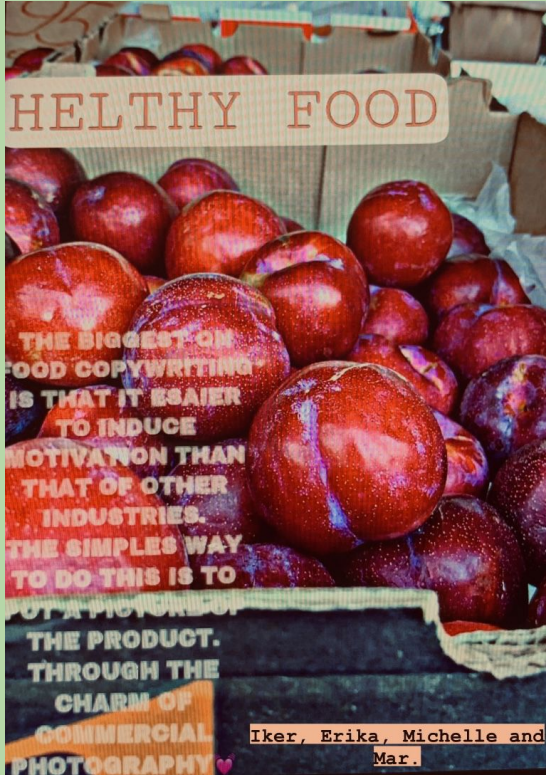
conseqüències d'una mala alimentació.

- 1 una llarga llista d'enfermetats.
- 2 deteriorament de memòria.
- 3 baix rendiment esportiu.
- 4 Insomni, i no poder descansar.
- 5 Problemes digestius.



omaira a. michelle
omaira b. vanessa.

...keeps the doctor away



...keeps the doctor away



...keeps the doctor away



Paldies - Thanks



Art Keeps the Doctor Away



Art Keeps the Doctor Away

Before starting

Previous Knowledge:

- Students have previous knowledge of Canva, Gimp and are familiar with G Suite.
- This activity is contextualized in a project about “Cure” developed with the association [Art i Escola](#). On May students will have the opportunity to show their pieces of art at the *Museum of Granollers*.



Art Keeps the Doctor Away

Before starting

Lesson objectives:

- To use digital tools as a way of discovering new artistic references.
- To apply colors in graphic design respecting legibility.
- To design posters interpreting pieces of art from the point of view of healthy life.
- To write creative slogans calling for the students to assume a healthy style of life.
- To show students productions on school screens as an advertising campaign.

Art Keeps the Doctor Away

1. Introduction

Legibility presentation:

- Karl Borggrafe chart
- Examples

Tools:

- Arts&Culture
- Google Images

Art Keeps the Doctor Away

1.1. Legibility

Taula de Llegibilitat

KARL BORGGRAFE

Karl Borggrafe va elaborar una taula on va definir l'ordre en que s'han de treballar per parelles lletra-fons els colors per tal d'obtenir la millor llegibilitat.

VEURE +

CONTRAST LLETRA-FONS
DE MÀXIMA A MÍNIMA LLEGIBILITAT

1	6	11	16	21	26
2	7	12	17	22	27
3	8	13	18	23	28
4	9	14	19	24	29
5	10	15	20	25	30

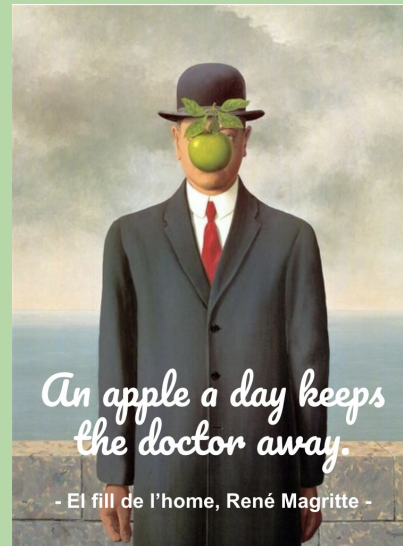
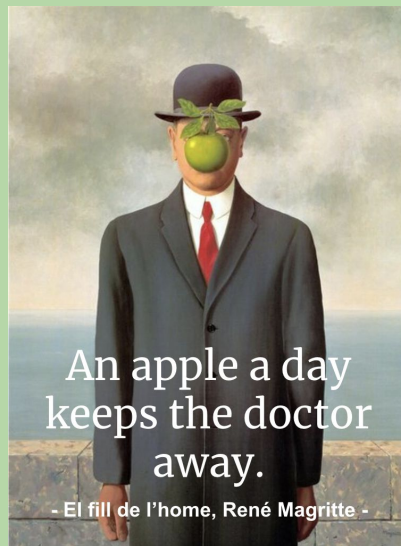
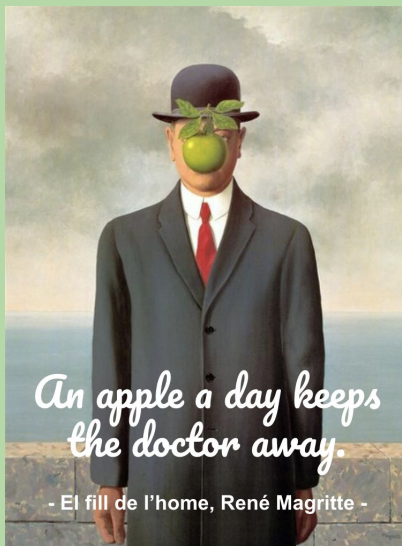
Art Keeps the Doctor Away

1.1. Legibility



Art Keeps the Doctor Away

1.1. Legibility

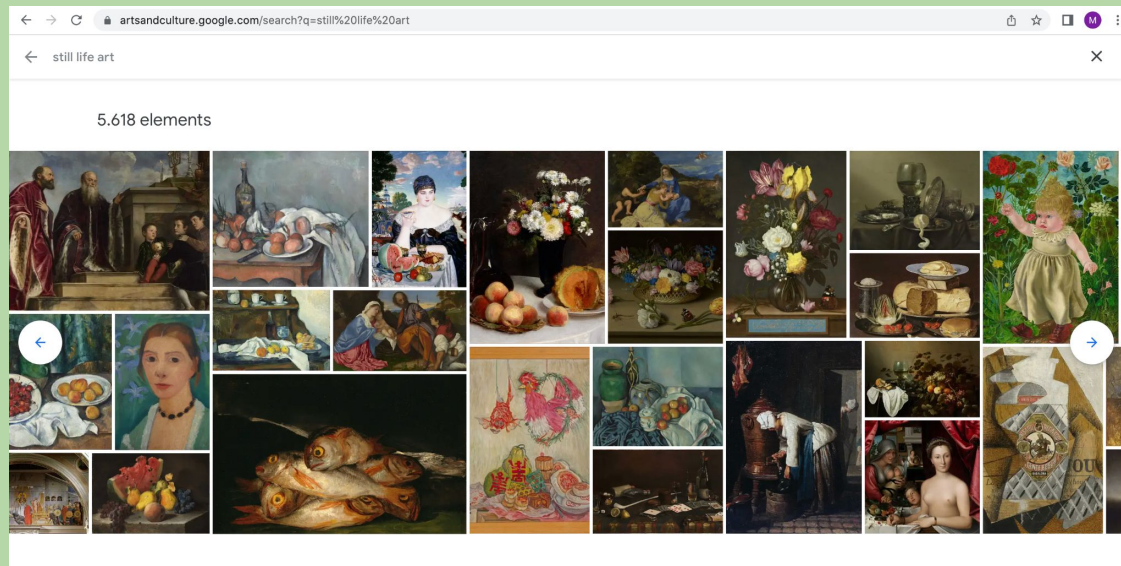


Art Keeps the Doctor Away

Arts&Culture

[Keywords: food vocabulary, still life, painting...]

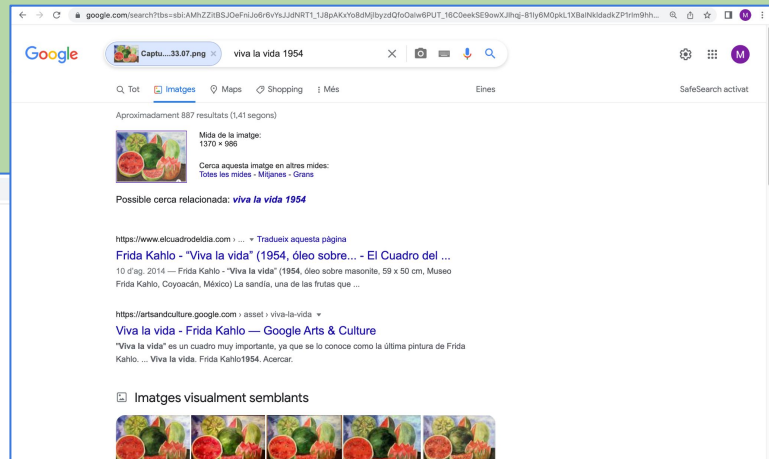
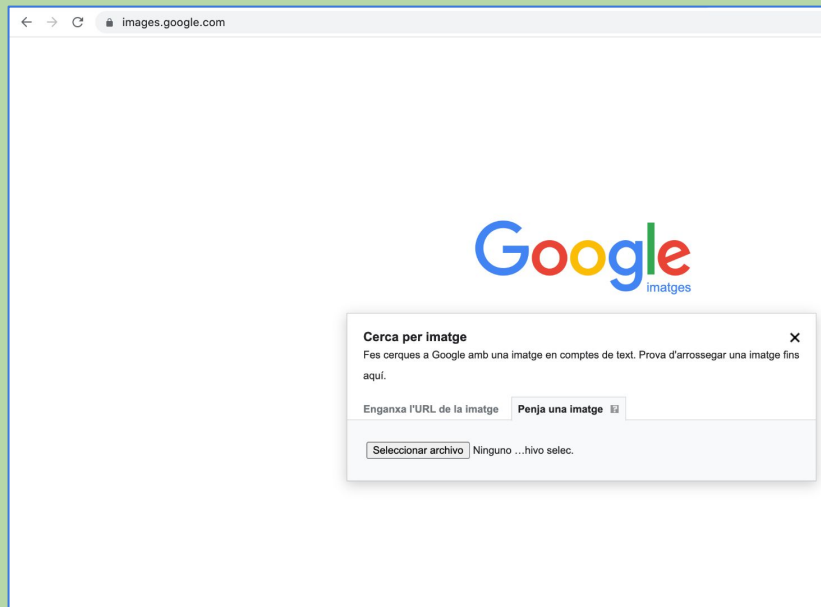
1.2. Tools



Art Keeps the Doctor Away

Google Images: search a screen capture.

1.2. Tools



Art Keeps the Doctor Away

2. Creation

- Searching pieces of art or slogan: students are free to choose whether to start from searching an image or a slogan.
- Connecting the image with the slogan.
- Correcting the slogan and its legibility projecting the productions in the classroom.
- Doing the necessary modifications to start the campaign.

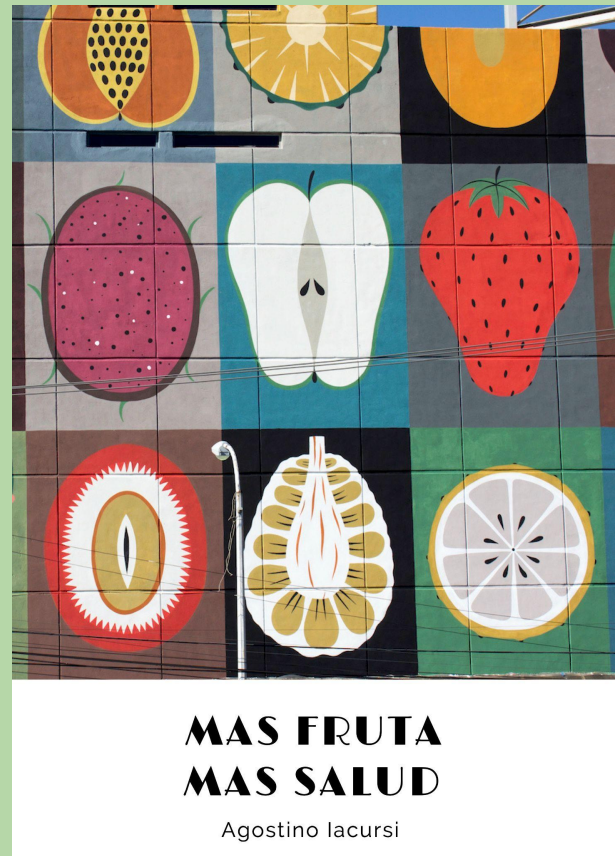
Art Keeps the Doctor Away

2. Creation



Art Keeps the Doctor Away

2. Creation



Art Keeps the Doctor Away

2. Creation



Art Keeps the Doctor Away

2. Creation



Art Keeps the Doctor Away

2. Creation



Art Keeps the Doctor Away

3. Campaign

- The digital posters are shown in the school screens to raise awareness of a healthy style of life in the students community.





**Is it healthy or is it
marketing?**

Is it healthy or is it marketing?



Lesson Objectives

- To **interpret information** from infographics and Youtube video ads.
- To **reason and develop personal statements** about the topic mentioned.
- To **learn more** about how advertising makes us unhealthy/ fat/or even obese.
- To **understand their own reactions** as consumers.



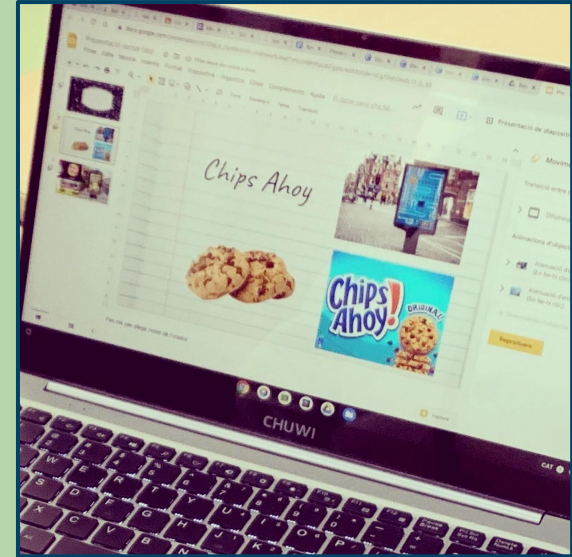
Is it healthy or is it marketing?



Preparation

Watch these ads and fill in My Food Commercial log to identify:

- The product sold
- The target audience
- A step by step outline of what it's happening in the ad



Is it healthy or is it marketing?



Modelling

What is your favourite ad?

Did you know what happened with this ad?

Danone and its brand **Activia** launched a campaign on “Gut Health Challenge”. After the trial, Danone had to pay **35\$ millions** to affected consumers.

Activia Tummies. Happy People

#happytummy

Reba McEntire Dr. Travis Stork

35\$ millions!

Activia is the only yogurt with the exclusive probiotic Bifidus Regularis and helps with occasional irregularity.*

Feeling good starts from the inside.

**Activia helps with occasional irregularity when consumed 3 times per day for two weeks as part of a balanced diet and healthy lifestyle.*

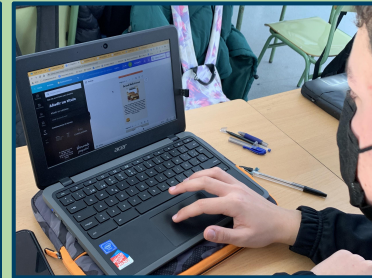
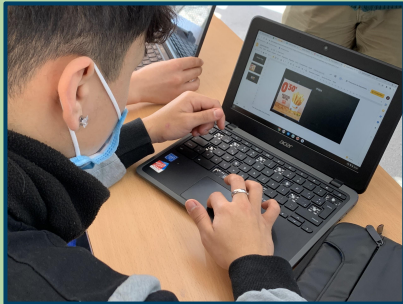
FAKE

Is it healthy or is it marketing?



Practice

1. **Analyze** some food ads typically aimed at teenagers and families. Each team will analyze a product.
2. We encourage you to **use Yuka app or search online** to check out calories and ingredients from products.



FAT
SALT
SUGAR
PROTEIN

Is it healthy or is it marketing?



IT IS HEALTHY OR IT IS MARKETING?

Naim Mokrani Villa and Sergi Villarraso Villote

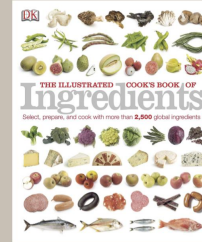
GRAND MCEXTREME



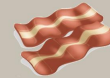
In this ad McDonalds is promoting this product, the Grand McExtreme. In this add we could see that McDonalds is giving more importance to the burger. The objective of this ad is attract the customer trough the attractive images of the product.



INGREDIENTS



- Mince Meat (to make the burger)
- Bacon
- Rye Bread
- Cheese
- Parmesan cheese Sauce
- Crispy Onion



HOW COULD BE MORE HEALTHY?

To transform this product into a more healthy one, we need to add some ingredients and remove others. In my point of view we need to add some vegetables: Lettuce, Tomato, Natural Onion. And we need to remove some unhealthy items like: The Crispy Onion and the bacon. We could change the Parmesan sauce for a healthy one like Mediteranian Sauce.





Paldies!



Erasmus+

