



Lessons 5 and 6

Learning Question:

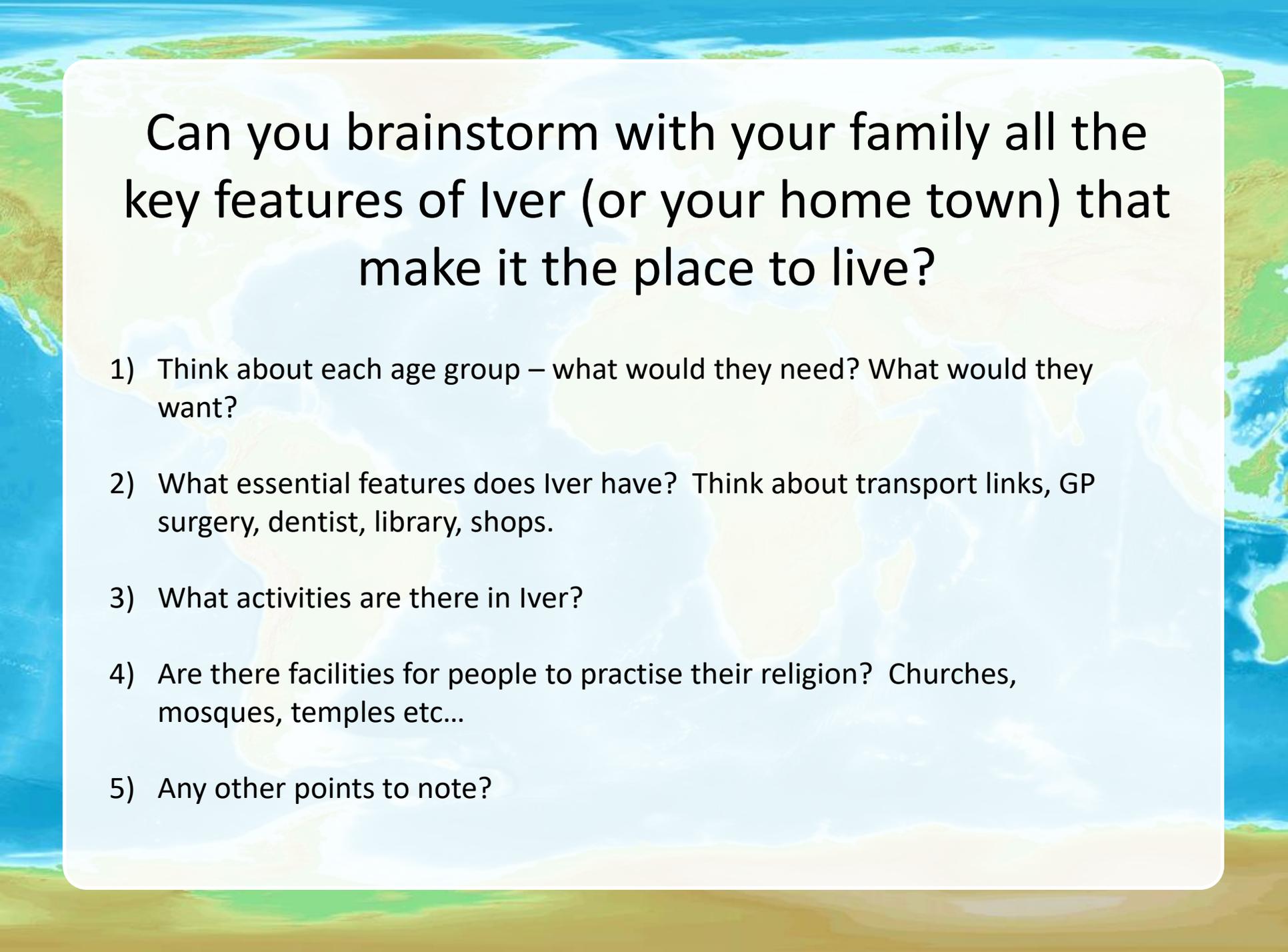
How can I promote Iver as a village to live in?

Success Criteria:

- I can make an information leaflet about Iver and its key points.
- I can tell you about the important features of Iver.
- I can identify key aspects of Iver that are relevant for all ages.
- I can identify important features of Iver that are essential for people in any village.

Vocabulary

- Information
- Leaflet
- Landscape
- Human features
- Compare
- Contrast
- Tourism
- Landmarks



Can you brainstorm with your family all the key features of Iver (or your home town) that make it the place to live?

- 1) Think about each age group – what would they need? What would they want?
- 2) What essential features does Iver have? Think about transport links, GP surgery, dentist, library, shops.
- 3) What activities are there in Iver?
- 4) Are there facilities for people to practise their religion? Churches, mosques, temples etc...
- 5) Any other points to note?

Your leaflet might include a map



What landmarks might we see?



litter bins

parking areas



bus stops



telephone box



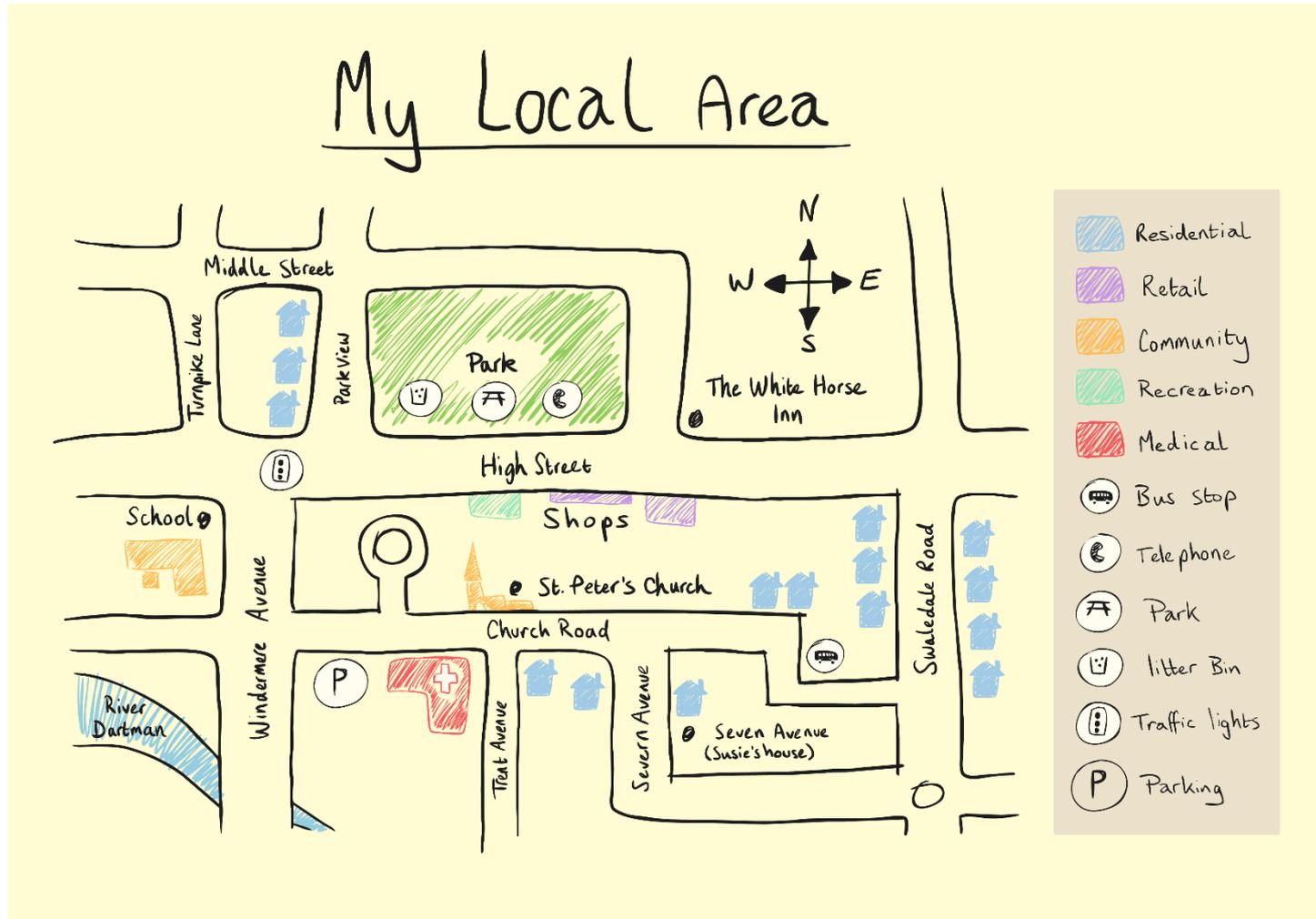
traffic lights

parks

What symbols shall we use?



What Will Your Maps Look Like?



What Makes a Good Map?



A title.

Printed labels.

Simple lines.

Straight lines
drawn with
a ruler.

Enough detail to
give a rough
idea.
Don't show every
house and tree!

A note to say
that it is not to
scale.

A key to
explain any
labels used.

A North arrow.



This is an aerial view of the area around Iver Village. I didn't realise Iver was this big! Educate me! I only know where the Post Office and the Co-op are situated.



Pictures from the past ...

Are any of these features still a big part of Iver?
History of a village is important to lots of people.



Why have people settled in Iver?
What are the benefits?
What did you come up with in your last lesson?
Include these in your leaflet.

Some things to remember when designing your leaflet...

Posters and Leaflets

Short, snappy sentences/phrases

An eye catching layout

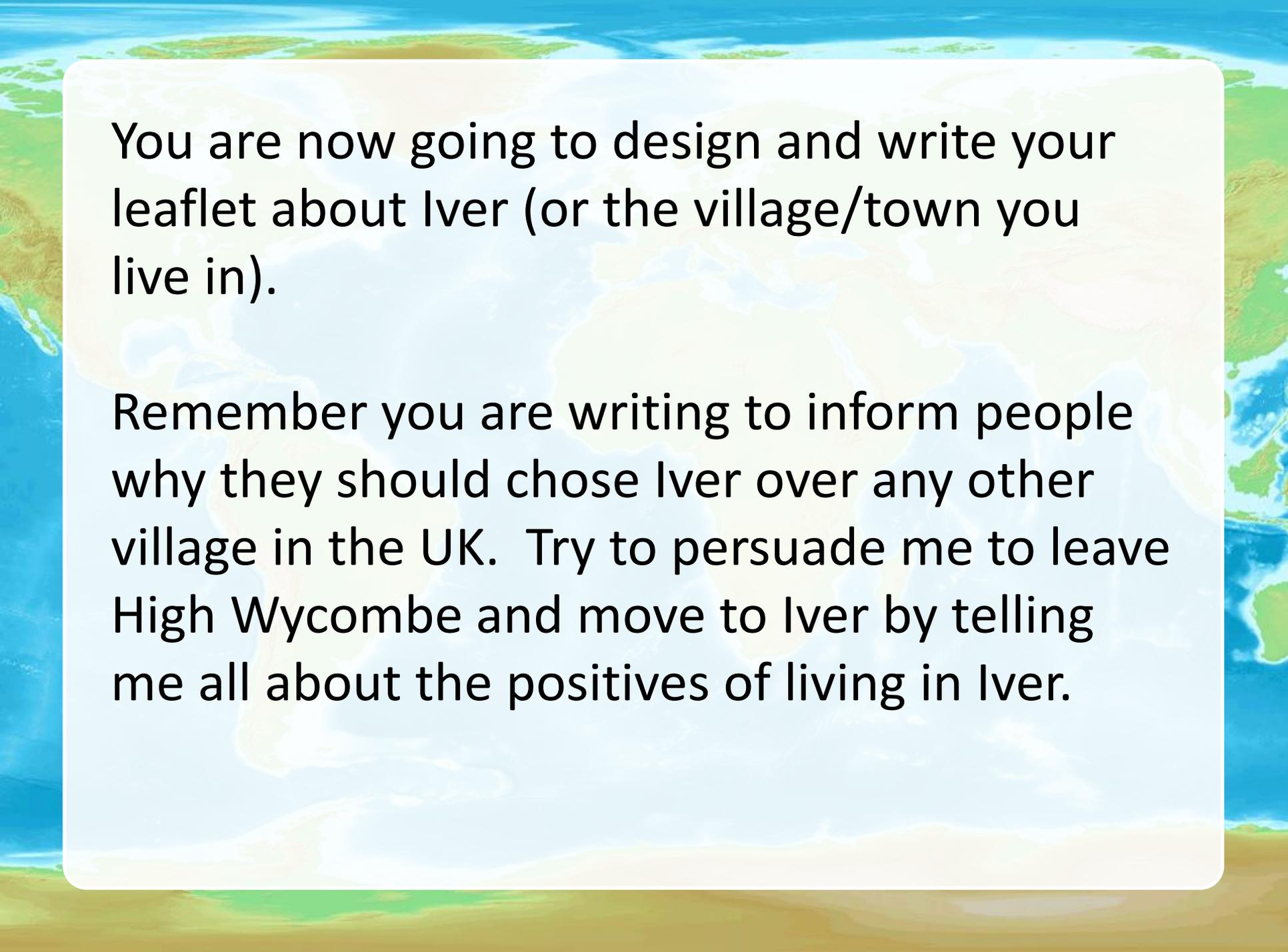
A catchy slogan

Something to offer

Attention grabbing pictures or photographs

A final reminder of the product or message





You are now going to design and write your leaflet about Iver (or the village/town you live in).

Remember you are writing to inform people why they should chose Iver over any other village in the UK. Try to persuade me to leave High Wycombe and move to Iver by telling me all about the positives of living in Iver.

TASK TIME!

You can use the template leaflet or design your own.

REMEMBER - you have 2 lessons to complete this task.

Hard

Design and write a leaflet identifying as many key features as you can.

Harder

Design and write a leaflet identifying as many key features as you can - include a basic map of the village to include a key.

Hardest

Design and write a leaflet identifying as many key features as you can - include a basic map of the village to include a key. Include a table or graph.