



## **Activity: Banner**

### **Theme**

The internet is a new medium for advertisers: dynamic and interactive marketing techniques help to convey key messages with high impact.

### **Key learning/subject areas**

Cross curricula and particularly suited to Information Technology, Media, The Arts, English and Language Arts.

### **Duration**

One to two periods.

### **Objectives**

On completion of this activity students will be able to:

- understand key safety hints related to using internet and/or mobile technologies
- understand the strategies used to communicate effectively using internet media.

The output will be:

- a web page banner that presents a key safety hint.



## Resources/links/materials required

### CyberNetrix CD-ROM

<b>Object in the room</b>	<b>Activity</b>
Mobile phone	Mobile smart Cool text terms Glossary
Laptop	Chatting smart Chat smart information Glossary

### Materials required at school

- Activity handout
- A3 or poster paper
- Computers (if available)
- School intranet (if available).



## **Introduction**

Students will work in small groups to brainstorm key safety messages and explore ways of communicating these with high impact. Students will then create a banner headline and tag line (key message) for a website/PowerPoint presentation that is designed to inform people about the safe use of the internet and other technologies.

## **Prior learning**

Students need to have knowledge of:

- working constructively in small groups to produce an outcome
- what constitutes a banner headline on a web page
- the basic safety hints for young people who use internet and mobile technologies.

If required, students can access a range of safety hints on the CyberNetrix CD-ROM to understand the risks and safety issues related to the internet and mobile technologies. Students can visit the chat room, use the mobile phone and undertake the quiz.



## Activity description

### 1. Whole class activity

Discuss with students the various strategies advertisers use to communicate key messages with their audience. This can include media ranging from newspapers, magazines, television and radio, to SMS and multimedia messages on mobile phones and the internet.

When focusing on the internet, identify strategies such as pop-ups, banner headlines and side navigation advertisements and discuss whether or not students feel these are able to influence internet users. It may be decided to discuss how marketers and advertisers use mobile technologies to communicate with target audiences.

Discuss the key elements that make a banner headline effective, such as:

- text size/font
- colour(s)
- animation
- images
- background
- title
- key message
- tone/style.

### 2. Whole class activity

Work with students to develop a list of safety hints when using basic internet and mobile technology. Students may be referred to the safety hints and suggestions on the CyberNetrix CD-ROM. Suggest visiting the chat room, using the mobile phone and doing the quizzes.

Compile the list and then allocate students, either individually or in pairs, to each safety hint.

The aim of the next task is for them to develop their own web-based banner headline. They can do this on paper or on a computer.



### **3. Small group activity/individual activity**

Ask students to work together or individually to plan and design a banner headline. Refer to attached handout for more information.

Students need to decide the audience for their banner headline—taking into account age group, the language they use, what works best to engage and excite them, and makes them read more.

The banner headline should include:

- title—safety hint expressed in impactful and engaging language
- key message—tag line supporting the title
- text size/font—effective and eye-catching font style, size
- colour(s)—effective and eye-catching colour(s)
- animation—if appropriate
- images—to capture attention and to support the key message
- background—to emphasise the key message
- tone/style—appropriate to the audience they have selected.

### **4. Whole class activity**

Present banner headlines to the class by putting them on display, as a PowerPoint presentation or on a class-based web page on the school intranet.



## Teacher notes

Some class time may be allocated for students to 'surf' the internet to review some banner headlines and to develop ideas. In addition, it may be useful for students to have used the CyberNetrix CD-ROM, particularly the chat room simulation, the mobile phone, the quizzes and safety hints. Of course, the ability to do this will depend on access to computers, the internet and any pop-up blocking or firewall software the school has in place.

The technologies students may use to develop a banner headline depends on their own design skills and access to computers. If students are not computer savvy, they can draw their design on paper and even use cut-outs from magazines. If they are more skilled, they could design using any illustrating or design software and input the image into a PowerPoint slide or an HTML (web) page to present to the class.

Students may wish to work in pairs or individually. If students are working in pairs, they can be allowed to self select, or mixed-ability pairs reflecting diversity or skill/interest levels can be allocated.

If there is an active school intranet and students develop digital banner headlines, it might be a good idea to include these as banner headlines on the school's intranet pages.



## Handout: Banner

### Creating a banner headline—Planning template

<b>Safety hint</b>	
<b>Audience</b>	
<b>Title of banner headline</b>	
<b>Key message</b>	
<b>Text size/font style</b>	
<b>Colour(s)</b>	
<b>Images</b>	
<b>Animation</b>	
<b>Background</b>	
<b>Tone/style</b>	