

CREATE AN AD CAMPAIGN

Design an ad (poster, video, pamphlet, radio) to promote the Tokyo 2020 Paralympic Games and the Mufti Day fundraiser to your school community.

Task A - Revision and research

You will need to go through your work, or research the following:

- Dates and location of the Tokyo 2020 Paralympics.
- Experiences of disabled people in Japan.
- Values that Paralympians display.
- Para sports.
- Kiwi Para athletes and their Para sport to watch out for.
- Medal design and values.
- "Spirit of Gold" Mufti day information.

Task B - Design an accessible area for the Athletes' Village

Design your own accessible area to be added into the Athletes' Village.

The area you design could be, for instance, a bedroom, park, pavement/road areas, transportation, kitchen, gym or training area.

Your area **MUST** be designed so it is accessible for disabled people with physical, visual and intellectual impairments.

Task C - Present your work as an ad campaign

Now put all of your learning together from task A and B and present it as ad campaign for the Tokyo 2020 Paralympic Games.

You can choose how you present your work – think about some of the things that make an ad campaign successful.

Some presentation ideas:

Poster	Canva	Touch or tactile display
Video or iMovie	Powtoon	3D model
Pamphlet	Radio broadcast or speech	Cartoon
Presentation	Animation	Song or rap

Task A - Revision and research

1. Dates and location of the Tokyo 2020 Paralympic Games:

Start date:	End date:	Country:
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2. How have the experiences of disabled people in Japan improved since 1964?

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3. Describe two International Paralympic Committee values

Value 1:	Value 2:
Description:	Description:

4. Identify and describe two Para sports (how they are played, rules, equipment etc.)

Sport 1:	Sport 2:
Description:	Description:

5. Profile two Kiwi Para athletes, the values they show and the sport they play.

Para athlete 1:	Para athlete 2:
Profile:	Profile:

6. Explain how the medals represent accessibility, inclusion or inspiration.

Value:
How it is the value shown in the medal design?

7. How can Kiwis support the New Zealand Paralympic Team through the Spirit of Gold Mufti Day?

What is it?
How can you get involved?

Task B - Design an accessible area for the Athletes' Village

Design your own accessible area to be added into the Athletes' Village.

I am going to design _____ to be added to the Athletes' Village.

Describe how you will make your area accessible for all Para athletes.

Physical impairments: _____

Visual impairments: _____

Intellectual impairments: _____

Draw a draft sketch or note down your ideas here.

MARKING SCHEDULE

A marking schedule is provided below as a guide; teachers to make changes and use their discretion to suit the learning needs of their students.

TASK A - Revision and research

Achieved

Five out of the seven assigned tasks completed. Or students have completed all tasks, but some factual errors.

Merit

All of the seven assigned tasks completed, minor errors may be present but do not deflect from the learning.

Excellence

All seven assigned tasks completed to a high level including relevant examples and explanations.

TASK B - Designing an accessible area for the Athletes' Village

Achieved

A reasonable attempt has been made to design an area for the Athletes' Village, but may not show much creativity, or lacks detail on some aspects.

Merit

A detailed design has been completed which reflects an understanding of accessibility.

Excellence

A comprehensive and creative design has been completed which reflects an in-depth understanding of accessibility by catering for all three different impairments (physical, visual and intellectual).

TASK C - Presenting work as an ad campaign

Achieved

A reasonable attempt has been made to present learning.

Merit

Presentation of work shows some thought and consideration, and an attempt to create an ad campaign.

Excellence

Presentation of work is creative and reflects an ad campaign promoting the Tokyo 2020 Paralympic Games.