

Literacy for 'Shops' week

In Literacy this week, you will be looking at how you can best promote a new 'virtual' shop for the Lockdown.

During the topic sessions in the afternoon, you will be thinking about what sort of items you might sell, thinking about the layout of your shop, completing spreadsheets to cover your costs and possible profits (money you will make).

Literacy Day 1:

Look at the Power Points on the links below to remind yourself how persuasive writing is structured. You will need to use these features when persuading people to use your shop rather than your competitors (the other children in Year 6).

Make notes in your exercise book on the features you should include.

[Persuasive writing features](#) [writing in adverts](#)

Once you have made your notes see if you can find shop adverts, leaflets or brochures around the house or on the internet. Look for the features you have notes on and also look at the layout and presentation of each of them so you can start to create a clear picture of what your store leaflet may look like.

Literacy Day 2:

In topic yesterday afternoon you should have started to think about the products you wanted to sell in your virtual and online Lockdown survival store.

All good stores have a short, 'snappy' and memorable name, slogan and logo.

For example Apple uses the apple image, Nike uses the tick as their logo.

Tesco uses the slogan 'Every little helps' or Playstation uses 'for the players'

Look online for other large company slogans and logos and make a note of how they are written or what images they use.

Now (this is a little tricky) try to come up with a name, slogan and logo for your new store and draw them into your exercise book – or even photograph them and e-mail them into school so that we can start to share them. Maybe your focus would be on the word 'Lockdown'.

Literacy Day 3-5:

For the remaining days of this week, you are going to plan, draft and then produce a full colour **leaflet** announcing the launch of your new shop.

It should:

Promote the name, slogan and logo of your new store.

Promote some of the key items you are going to sell and what makes them so great during Lockdown.

Give key details such as: how, where and when people can order from you.
Explain why you are the shop to use for all your Lockdown needs.

It should use all the features you noted from your work on day one.

Beyond that, the layout and presentation is up to you but it is a leaflet rather than a poster. The idea is that it could be posted through people's doors once the shop is ready to launch and so you want it to 'stand out' from the rest of your Year 6 competitors.