

Super Snack

Student
Handouts

Name _____

Date _____

Guess! Guess! Guess!

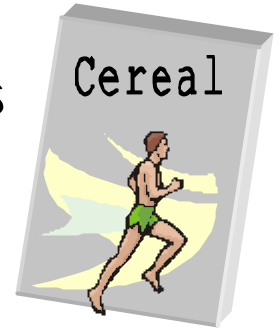
- 1. Look at the food packaging posted around the class.
- 2. Guess what each one is and write down your guess.
- 3. Listen to the brand names given by your teacher and write them down.
- 4. What visual clues helped you guess? Take turns listing them.

Food Wrapper	My Guess!	Visual Clues		Brand Name	Same?
example: 1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Name _____

Date _____

Comparing Cereal Boxes



1. Observe your box with your partner.
2. Take turns completing the column for your box.
3. Switch partners and share your observations.

Characteristics	Box 1	Box 2
Name		
Company		
Main colour of the box		
Other colours		
English words on the front of the box		
Mascots or Characters		
First 3 Ingredients		
Calories per serving		
Freebies		
Games		
Recipes		

Who is attracted by these boxes?
Circle your answers.

We agree!



Box 1: Children Adults

Box 2: Children Adults

Student 1 _____
(signature)

Student 2 _____
(signature)

Student 3 _____
(signature)

Student 4 _____
(signature)

Name _____

Date _____

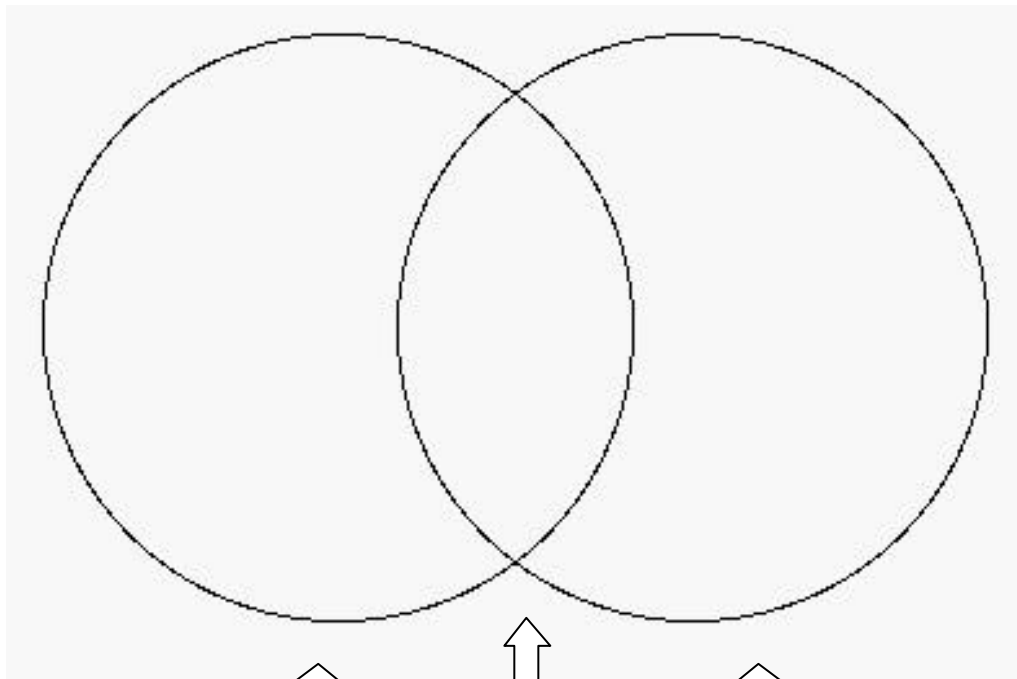
Comparing Cereal Boxes

with a

Venn Diagram

1. Look at your two cereal boxes and your notes on Super Snack Handout 1.1.
2. Discuss with your group how these 2 boxes are similar and how they are different.
3. Complete the Venn diagram.

Box 1: _____ (Name of the cereal)	Box 2: _____ (Name of the cereal)
--------------------------------------	--------------------------------------



Target Audience

↑
Children

↑
Children
+
Adults

↑
Adults

Name _____

Date _____

Rules for Comparing Words

We use adjectives when describing things.

- Comparatives are used to compare two things.
You can use "THAN" or "BUT".
Examples: *I am **faster** than you.* OR *You are **fast**, but I am **faster**.*
- Superlatives are used to compare more than two things.
You must use "the".
Example: *Cheese is **delicious**, salad is more **delicious**, but desert is **the most delicious**.*

Rule #	Adjective Form	Comparative	Superlative
1	Only one syllable, ending in E. nice	Add -R: nicer	Add -ST: the nicest
2	Only one syllable, with one vowel and one consonant at the end. hot	Double the consonant, and add -ER: hotter	Double the consonant, and add - EST: the hottest
3	Only one syllable, with more than one vowel or more than one consonant at the end. fresh	Add -ER: fresher	Add -EST: the freshest
4	Two syllables ending in Y. sticky	Change Y to I, and add -ER: stickier	Change Y to I, and add -EST: the stickiest
5	Two syllables or more, not ending in Y. expensive	Use MORE before the adjective: more expensive	Use MOST before the adjective: the most expensive

* There are exceptions to these rules.

Name _____

Date _____

Comparing Words

Observe the following adjectives.

Complete the grid with the appropriate words.

Write down the number of the rule you used to help you.

	Adjective Form	Comparative	Superlative	Rule #
1	amazing	more amazing	the most amazing	5
2	big		the biggest	
3	chewy	chewier		
4	crispy			
5		crunchier		
6			the most delicious	
7	fun	more fun	the most fun	exception
8	great			
9		more incredible		
10	long		the longest	
11		newer		
12	nutritious			
13		more pleasant		
14			the smoothest	
15		more special		
16	tasty			
17		more wonderful		
18			the yummiest	

What strategy did you use? _____

Name _____

Date _____

The Taste Test

Analyse the look, the smell, the texture, and the taste of three different snacks.
Use these adjectives to compare the snacks.

	Snack A	Snack B	Snack C
The look: nutritious crispy colourful			
The smell: amazing wonderful yummy			
The texture: smooth crunchy sticky			
The taste: incredible sweet delicious			

Creating a Graph

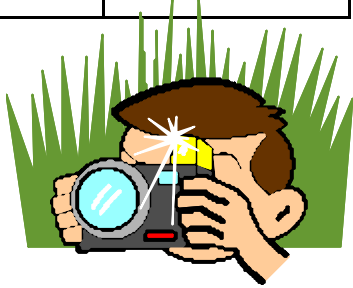
Analyse the look, taste, smell, and texture of three different snacks.

Rate each snack.

Add up the total score for each snack.

1 point= Good	2 points= Better	3 points= The Best!
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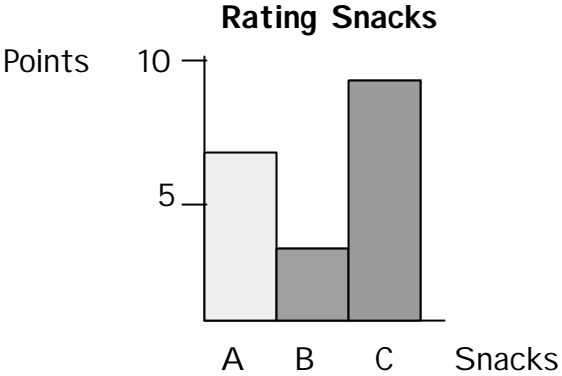
Cereal	The Look	The Smell	The Texture	The Taste	Total Points
A					
B					
C					



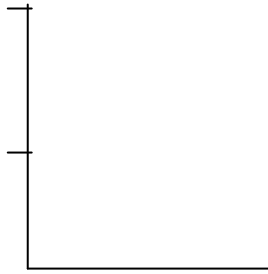
A picture is worth a thousand words!

Many advertisements use numbers to sell their products.

A graph is a picture that helps you visualise numbers.
Look at the example.



Create your own graph to show how much **you** liked the snacks.



Which snack was... good? ___ better? ___ the best? ___

Name _____

Date _____

Creating a Cereal Box

<p>Colour</p> <p>Red: Makes people feel powerful. Yellow: Makes people feel happy. Blue: Makes people feel calm. Orange: Makes people feel hungry.</p>	
<p>Character</p> <p>The insect : Kids like it but adults may not. The superhero : Kids like imaginary characters. The football player : Pictures of popular players attract people.</p>	<p>Description Words</p> <p>Outrageous Crunch! Delicious and nutritious! New and improved!</p> <p>It seems fun to eat. Parents like it because it seems healthy. People like to try new things.</p>
<p>Name</p> <p>Think about the names of real cereals. Pick a name that will catch your attention. Make it short and easy to remember.</p>	

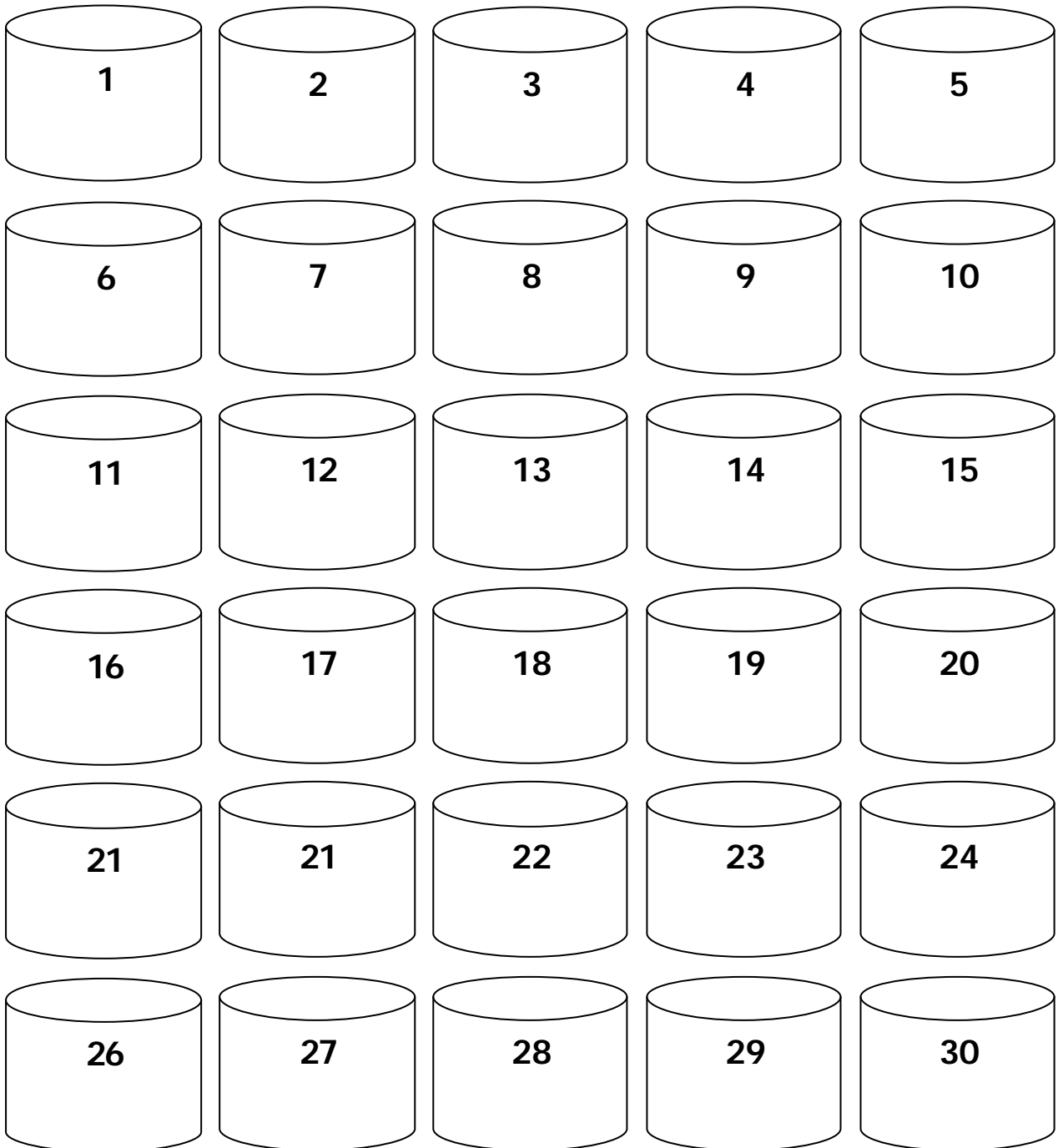
Name _____

Date _____

Touchy Feely Game!

Go around the class and feel each cereal.

Guess the name of the cereal and write it down.



Name _____

Date _____

T.V. Commercials

PART 1

Sound Clues	Commercial A	Commercial B	Commercial C
Male Voice			
Female voice			
Child's voice			
Animal			
Laughter			
Silence			
Music			
Singing			
Rap			
Jingle			
Special effects			
* other			



Check off

PART 2

I listened to...	Commercial A	Commercial B	Commercial C
My guess is...			



Write

PART 3

I watched...	Commercial A	Commercial B	Commercial C
The product is...			

PART 4

Visual Clues	Commercial A	Commercial B	Commercial C
Man			
Woman			
Child			
Animal			
Mascot			
Surroundings			
Special effects			
Colours			
* other			

Name _____

Date _____

Homework: Catching Commercials

Part 1

Commercial	Time	Television Show	Name of Product	Target Audience	Visual Clues	Media Technique
A	X	X				
B	X	X				
C	X	X				
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Part 2

	Visual Clues	Media Technique
A	Did you see somebody popular? Cool? Rich? Powerful? Glamorous?	
B	Did you see a doctor? A dentist? A scientist?	
C	Did you see a family? Parents? Children?	
D	Did something make you laugh?	
E	Did you see images of nature?	
F	Did you see an animated cartoon? An animal?	

Part 3

Where else did you see advertising this week?

___ in magazines

___ in newspapers

___ in movies

___ on billboards

___ on food packaging

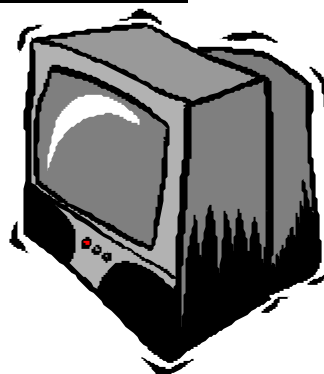
___ in flyers

___ in video games

___ on posters

___ on the Internet

___ (other)



Which commercial attracted your attention the most? _____

Why? _____

Name _____

Date _____

A Crystal Clear Snack*

Ingredients	Utensils
<ul style="list-style-type: none"> • _____ • _____ • _____ 	1 kettle 1 mason jar 20 cm cotton string 1 pencil measuring cups 1 spoon

Recipe

1. Boil some water in a kettle.
2. Pour 250 ml of boiling water into a mason jar.
3. Add a few drops of food colouring.
4. Add 375 ml sugar.
5. Stir with a spoon.
6. Keep adding more sugar until all the sugar is *saturated* and will no longer dissolve. (Saturated means that the solution will contain all the sugar it can hold at that temperature.)
7. Tie the piece of cotton string to a pencil.
8. Dip the string into the solution.
9. Lay the pencil across the top of the jar.
10. Leave the jar in a cool place for a few days.
11. Watch your Crystal Clear Snack grow!



Observations

The look	The smell	The texture	The taste

* Remember to make this snack with the help of an adult.

Name _____

Date _____

Super Snack Sing-a-Long

Sung to the tune of 'Sugar Sugar' by The Archies

1. Highlight or underline the differences.
2. Create your own verse and movements to go with it.

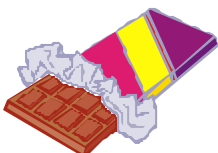
1. Tasty!
 La la la la la la
 Oh yummy yummy!
 La la la la la la
 You are my chocolate bar
 And you've got me tasting you.

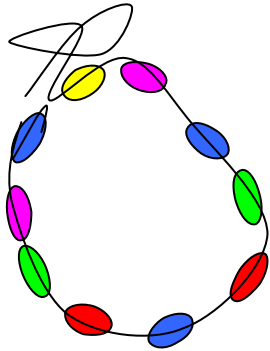
2. Chewy!
 La la la la la la
 Oh yummy yummy!
 La la la la la la
 You are my gummy bear
 And you've got me chewing you.

3. Sticky!
 La la la la la la
 Oh yummy yummy!
 La la la la la la
 You are my chewing gum
 And you've got me sticking to you.

4. Scrumptious!
 La la la la la la
 Oh yummy yummy!
 La la la la la la
 You are my chocolate fudge
 And you've got me loving you.

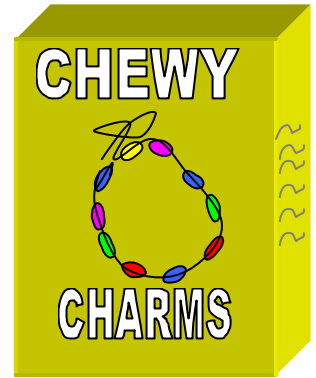
5. _____
 La la la la la la
 Oh yummy yummy!
 La la la la la la
 You are my _____
 And you've got me _____.





Chewy Charms!

Hey kids!
 Look great, have fun, and share them!
**A cool, new snack that comes in the
 shape of a handy bracelet!**
In all your favourite flavours!



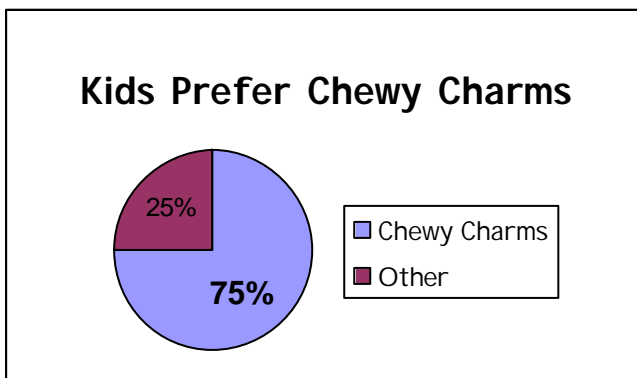
Chewy Charms Song 1 (sung to the tune of <i>Spider Man</i>)	Chewy Charms Song 2 (sung to the tune of <i>London Bridge</i>)
Chewy Charms Chewy Charms I just love my Chewy Charms They're fantastic They're elastic I just love my Chewy Charms Chewyyyy Chewy, Chewy Charms Chewy Charms Chewy Charms They're the sweetest On my arms Love to wear them Love to share them I just love my Chewy Charms Chewyyyy Chewy, Chewy Charms	I just love my Chewy Charms Chewy Charms Chewy Charms They're delicious On my arms Pretty Chewy Charms I prefer my Chewy Charms Chewy Charms Chewy Charms Looks so cool Goes on my arm Tasty Chewy Charms



I just **love** my
 Chewy Charms!
 They are the
 chewiest.



Ingredients: Dental floss and dried fruits (raisins, cranberries, apricots, figs, and dates).



Eat treats, have fun,
 and look great !

Step 1: Identifying and Describing Our New Super Snack

Information	Model	It's Our Turn
Name of the product		
Description		
Ingredients		
Target Audience		
Box		

Name _____

Date _____

A Storyboard

Scene 1: A cute young girl smiles looking in one direction.

Scene 2: A cute young boy smiles in the direction of the girl.

Scene 3: The boy brings a gift to the girl.

Scene 4: The girl smiles and says, "Thank you."

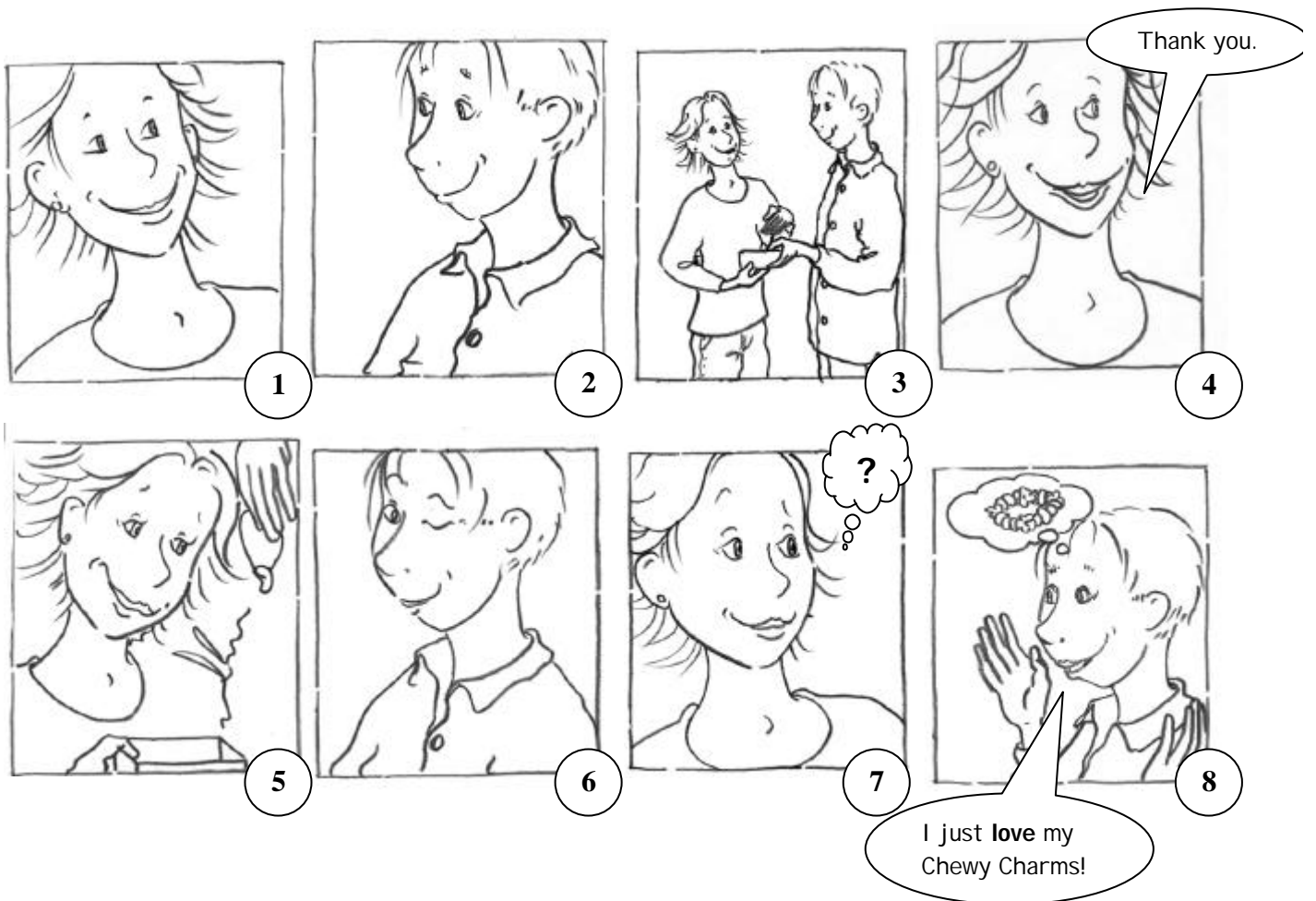
Scene 5: The girl looks at her gift. There is one jelly bean on the bracelet.

Scene 6: The boy winks at us/the camera.

Scene 7: The girl looks puzzled. A question mark appears above her head.

Scene 8: The boy thinks about the candy he just ate and says, "I just **love** my Chewy Charms!" A Chewy Charms bracelet appears above his head.

Chewy Charms



Name _____

Date _____

A Storyboard for _____

(Name of our Super Snack)

Scene 1	<ul style="list-style-type: none">• Characters:• Action:• Accessories:• Dialogue:
Scene 2	<ul style="list-style-type: none">• Characters:• Action:• Accessories:• Dialogue:
Scene 3	<ul style="list-style-type: none">• Characters:• Action:• Accessories:• Dialogue:
Scene 4	<ul style="list-style-type: none">• Characters:• Action:• Accessories:• Dialogue:

Name _____

Date _____

Scene 5	<ul style="list-style-type: none">• Characters:• Action:• Accessories:• Dialogue:
Scene 6	<ul style="list-style-type: none">• Characters:• Action:• Accessories:• Dialogue:
Scene 7	<ul style="list-style-type: none">• Characters:• Action:• Accessories:• Dialogue:
Scene 8	<ul style="list-style-type: none">• Characters:• Action:• Accessories:• Dialogue:

We will use this storyboard to create a:

- skit
- digital slide show
- video
- comic strip
- puppet show
- other _____



Group Evaluation

Super Snack

For the Super Snack _____
(name of the Super Snack)

by _____, _____, _____ and _____,
(Presenter 1) (Presenter 2) (Presenter 3) (Presenter 4)

the presentation of the ad campaign includes ...

- | | | | |
|----------------------------------|--------------------------|---|--------------------------|
| - a new and original name | <input type="checkbox"/> | - the participation of all team members | <input type="checkbox"/> |
| - a description of the product | <input type="checkbox"/> | - a skit | <input type="checkbox"/> |
| - a list of ingredients / recipe | <input type="checkbox"/> | - a comic strip | <input type="checkbox"/> |
| - a sample of the product | <input type="checkbox"/> | - a digital slide show | <input type="checkbox"/> |
| - clues for a target audience | <input type="checkbox"/> | - a video | <input type="checkbox"/> |
| - a colourful box | <input type="checkbox"/> | - a puppet show | <input type="checkbox"/> |
| - advertising techniques: | | | |
| ○ music | | ○ superlatives | |
| ○ jingle | | ○ graph | |
| ○ character / mascot | | ○ other _____ | |

Strong points:

Points to improve:

We agree!

Student 1 _____
(signature)

Student 2 _____
(signature)

Student 3 _____
(signature)

Student 4 _____
(signature)

Name _____

Date _____

Self-evaluation

Super Snack



Green = Super!



Yellow = OK



Red = I need to work harder.

1. I identified and described food in English.
2. I created a new Super Snack.
3. I accepted my partners' ideas.
4. I shared my ideas with my partners.
5. I used a storyboard to plan an ad campaign with my partners.
6. I did my fair share of the presentation.
7. I spoke English when working with my partners.
8. I practiced my presentation.
9. I produced a clear and complete presentation.
10. I used the strategies _____ and _____.

11. During this project I learned _____

but it was difficult for me to _____

To overcome this difficulty during the next project I will

