# National Literacy and Numeracy Week 2008
## Project Report

**Project title:** Lights, Camera, Action - The Pitch

**Project description:**
The 2008 National Literacy and Numeracy Week celebration for South Western Sydney Region was based on The ABC television series 'The Gruen Transfer'. It consisted of a three-day simulation of an advertising agency at work on a creative advertising campaign. Students were invited to create an advertising campaign for a television commercial to sell Mathematics as a product.

Students pitched their concepts to a selection panel and the finalists were invited to film the commercial.

A series of professional development activities were held for teachers and students:
- advertising executive keynote speaker
- storyboarding, scriptwriting and copy writing
- film and camera techniques
- shooting the ad
- editing the footage including special effects
- producing a soundtrack.

A DVD of the ‘Best of the Pitch’ was created and presented to each of the participating schools. Three of the advertisements were screened at the Dumeresque Cinema as part of the Lights, Camera, Action Film Festival.

**Person responsible for project:** Deborah King

**School, region, diocese:** South Western Sydney Region

**Contact person’s email:** Deborah.King@det.nsw.edu.au

**Number of students, teachers, parents, other community members directly involved:**
- Approximately 360 students from 15 schools took part in Phase One of the activity
- 32 students and 15 teachers participated in the 3-day “The Pitch” event.
- 52 parents attended the presentation and screening of the films on the final afternoon.

**Intended literacy and/or numeracy outcomes:**
Students displayed high level engagement in literacy activities and developed ICT skills through employment of multimedia programs.

**Evidence of achievement of intended literacy and/or numeracy outcomes:**
- The high quality of the ideas and concepts the students put forward in their advertising campaigns.
- The scripts were well presented and students were able to develop their concepts as tag lines and slogans.
- The final films demonstrate the use of high level skills and techniques.
- 100% of the participating students indicated that they were highly engaged in the activity.
- 100% of teachers indicated that they would participate again if given the opportunity in 2009.
Feedback about making grants available for such projects:
We appreciate the support of the NLNW funding initiative. These grants are very worthwhile but information about the size of the grant needs to be provided very early.