

# Project work

**In groups of 4 or 5, complete the following tasks (20 to 30 hours)**

## **Task 1 (3 to 4 hours)**

Create a banner to present your institution. You should only include the institution's name and a logo.

## **Task 2 (6 to 8 hours)**

Search, read and select information about your international institution. Summarize the information and then build 4 posters or cardboards about it.

Your posters/cardboards should contain some of the following information:

- History of the institution
- Information about the foundation of the institution (including the founder(s))
- The symbol or symbols of the institution
- Its aims and its actions
- Its worldwide presence

## **Task 3 (4 to 6 hours)**

Search, read and select information about your international institution. Summarize the information and then build a slideshow to present the information you have gathered.

Your slideshow should contain some of the following information:

- History of the institution
- The foundation of the institution (including the founder(s))
- The symbol or symbols of the institution
- Its aims and its actions
- Its worldwide presence

## **Task 4 (2 to 3 hours)**

Now, you need some publicity. You may create leaflets or publicity posters.

If you decide to make leaflets, don't forget they are informational.

The essential purpose of a publicity poster is the rapid telling of a single simple message using a limited number of elements. Posters are viewed more rapidly than other methods of advertisement. Their message must be strong, simple, and brief.

## **Task 5 (4 to 6 hours)**

You should also think about a video. Using the information you already have, make a video about your institution.

The video can be either an informational video or a promotional video. If you want you can also use music.

## **Task 6 (2 to 3 hours)**

You will also need to send some invitations.

A personal touch can be added to your publicity by distributing invitations for your program. These can be placed in mailboxes or handed out or slipped under room doors.