



Visit Paris

Using editable segments and Apple iMovie to Create a Commercial

U.S History

Middle School Language Arts

In this lesson, students will use *unitedstreaming* editable segments to research the city of Paris the numerous landmarks, how the city was built, how it expanded, the French culture and create an advertising commercial for travel to visit Paris.

Standards:

- Students employ demographic and cultural characteristics to describe the distribution and structure of populations in places and regions
- Students analyze characteristics that are used to organize people into cultures
- Students analyze population growth and settlements patterns

Learning Objectives:

- complete a project integrating writing, photography, research, and graphic design
- review the geography of France and Paris
- discuss the importance of major landmarks in Paris

Introduction:

Using Inspiration, brainstorm with your students reasons that Paris is an important city. Review famous landmarks of the city and the historical significance of the city.

Prior Knowledge:

Discuss the American landmarks such as the Statue of Liberty or the White House and what those symbols and landmarks mean to the American people.

Present New Content:

- Show the City Life in Europe segment on The Building of Paris, (Discovery Channel School. "City Life in Europe." [unitedstreaming: http://www.unitedstreaming.com/](http://www.unitedstreaming.com/))
- Pause the segment to highlight and discuss key landmarks

Independent Learning Experience

- Using the Internet, student research Paris, landmarks, and the French culture
- Create a list of the group's top three landmarks if they were going to visit Paris and why those landmarks are important to the French



- Storyboard and write a narration for a 30 second TV commercial to persuade someone to visit Paris.
- Using Apple iMovie, edit the *unitedstreaming* editable segments to highlight landmarks and important elements of Paris to create your commercial.

Feedback

Teacher circulates around the room providing feedback to small groups.

Assessment

- Students present their commercials to the class then discuss the rationale behind their landmark choices.
- The commercial final project is formally scored according to a rubric which has been distributed and discussed in advance.

Transfer

Create similar travel commercials for other countries and compare and contrast the differences in cultures.