

LEARNING WITH *Sweetpotatoes*



Mini-Lesson

Sweetpotato Advertisements –Sweetpotato Ag Mag Edition

Grades 3-5, 6-8

Mini-Lesson Focus:

- English Language Arts
- Visual Arts

Materials:

- [NC Sweetpotato Ag Mag](#) (can use the digital version linked here or [purchase classroom sets](#))
- Paper – white plain paper, or construction paper
- Pens, markers, paint, pencils, or any other art supplies available

Procedures:

1. After reading and discussing the North Carolina Sweetpotatoes Ag Mag, have each student individually go through their Ag Mag and circle or write down 5 of their favorite facts from the reading. For this lesson, it may be best to have students sitting in small groups.
2. Once students have selected their facts, ask them to discuss with their group why they thought their facts were interesting.
3. After students have discussed their fact choices, pass out paper and art supplies for each group.
4. Next, have students use facts and images from the Ag Mag they like the best to create a hypothetical advertisement for NC sweetpotatoes. Explain that students must incorporate 3 facts from the Ag Mag within their advertisement. Encourage students to use their creativity and talk amongst their groups about their ideas.
5. Give students time to sketch and complete their advertisements. While they are creating, walk around the room and observe their work. Use this time to keep students on track.
6. Once students have completed their advertisements, ask students to present their artwork to their groups, class, or as part of a "gallery walk" or other forms of presentation.
7. **Extension:**

- a. For ELA: Use this mini-lesson to discuss how specific word choices found within advertisements have an effect on consumers (use of exclamation points, use of phrases such as “limited time offer,” etc.). Then, encourage students to use these persuasive writing techniques with their advertisements.
- b. For Visual Art: Explore the ways in which other commodities have been used in advertising in the past, such as vintage supermarket ads. Use these older advertisements as inspiration for when students begin creating advertisements for sweetpotatoes.

NC Standard Course of Study aligned to this mini-lesson: [K-8](#)

Thank you
to our partners

