

<b>ACTIVITY 1</b>	Ciak, let's frame!
<b>The aim of the activity</b>	Students will be able to learn how to make some basic shots starting from "Carosello", a historic way of advertising commercial products that was very famous in Italy from the 60s to the 80s, thus also gaining insight into language and the history of communication
<b>Places where the event can be held</b>	School and museum
<b>Age group for the activity</b>	9-11

<b>A. BEFORE OUT-OF-SCHOOL LEARNING ACTIVITY</b>	
<b>Educational tools</b>	PC for a ppt presentation, drawing tools
<b>Method, technique and strategies</b>	Frontal lesson, participatory lesson, mini games
<b>PRACTICE</b>	Starting from the vision of some <i>Caroselli</i> created by Roberto Gavioli (author of which musil has a vast archive), students will be able to learn how to create some basic shots (planes and fields). A workshop between theory and experimentation where each student will be able to put into practice what they have learned using the professional video cameras supplied to the Museum.
<b>Introduction of the activity</b>	The fundamental concepts of the workshop are presented. The teacher defines the frames used in the movies (in particular planes and fields), motivating their use and the meaning of choosing one frame rather than another.
<b>Development of the activity</b>	The <i>Carosello</i> is then presented, inserting itself in a context of the history of communication and television, referring to the figure of the Gavioli brothers, famous animators of the years in which animation was done "by hand".
<b>Evaluation of the activity</b>	What has been learned is then verified with the vision of some Caroselli and the analysis of the frames. In this phase, the participation of the students is required, who are continually encouraged to participate through quizzes and small games on the subject.

<b>B. IN THE OUT-OF-SCHOOL LEARNING ENVIRONMENT</b>	
<b>Educational tools</b>	Filming equipment (video camera, microphone, scenic material etc.);
<b>Method, technique and strategies</b>	Practical activity

<b>PRACTICE</b>	Make a storyboard and act
<b>Introduction of the activity</b>	<p>Having acquired the main concepts, the pupils now move on to a phase to be carried out independently or with the help of the teacher. The class, divided into groups (3-5 pupils each), proceeds to design a Carosello (a small advertisement). Each group will be responsible for:</p> <ul style="list-style-type: none"> <li>• Think of something to advertise, a real or imaginary object;</li> <li>• Create a storyboard of 3-4 frames (stylized drawing of the frames with description of the scene);</li> <li>• Think about the dialogues, scenography and costumes;</li> <li>• Prepare all the materials.</li> </ul>
<b>Development of the activity</b>	<p>The museum expert will bring the equipment to record the advertisements created by the students. Each group will have approximately 20-25 minutes to set up the scenery and film. Each advertisement will last approximately 2-4 minutes.</p> <p>The advertisements will be mounted by the museum expert following the instructions given by the students themselves regarding sounds, music and possibly some simple special effects. The final result will be a Carosello of about 12-15 minutes with 4-5 advertisements, like those that aired in the 70s and 80s.</p>
<b>Evaluation of the activity</b>	The effort is evaluated.

### C. AFTER OUT OF SCHOOL LEARNING ACTIVITY

<b>Educational tools</b>	Nothing in particular
<b>Method, technique and strategies</b>	Participatory lesson, test with open questions, comparison and sharing of opinions and thoughts
<b>PRACTICE</b>	Debriefing
<b>Introduction of the activity</b>	Recall concepts learned
<b>Development of the activity</b>	Viewing the final result, and possible debriefing, comment and analysis of the carousels produced. It is also possible to administer a test in which the meaning of the choices made is asked: the object to advertise, the reason for the shots chosen, how they set up the scenography, etc.

Evaluation of the  
activity

Understanding of concepts is evaluated.



