

**Year 10  
English  
Be A Band Manager**

**Strand:  
Interpreting and using verbal and visual imagery.**

**Key Competencies**

Relating to others.  
Using language symbols and text.  
Participating and contributing.

**Enterprising Attributes**

Effective communication skills.  
Project management.  
Reflective.

**Content**

Symbols are part of all forms of communication.  
Much communication is non-verbal.  
Teamwork is all about negotiation and clarity.

**The Learning Context**

Be A Band Manager – for this activity, students:

- choose either the school band or their own
- work in groups with allocated roles defined on task cards; one is “observer” who reflects and reports back; or individually.

- Analyse existing songs and album covers (Teacher having been pre-taught music industry jargon).
- Design a band – research representations of bands in teen magazines/music magazines.
- Produce a ‘mag’ profile page using IT.
- Write lyrics which communicate the ideas outlined in the ‘mag’ profile without naming them.
- Design merchandising and album covers. Think about the target audience and how the band might be marketed to the audience.
- Give an elevator pitch to a record label company about your band.
- The class can vote on the pitches. There needs to be a comprehensive discussion about what makes a good elevator pitch. Analysis by peers. Observer reflects on processes, successes, failures.

**Assessment Ideas**

A range of concrete outcomes that can be assessed. Group grades and individual grades advisable. Assess teamwork and product.