

Activity: A Shoe Advertisement**Themes: Dance Knowledge, Health and Wellbeing, Production**

1. As a class, view the clip, *Dancer's Toes*, where Petra Hoffman arrives at the Academy on exchange from the Berlin Ballet School. Petra says to Kat: "You can tell everything about someone by their feet; how they stand in the world, how grounded they are and how they dance." As a class, discuss what Petra means by this statement.
2. Distribute information about **Edward de Bono's Six Action Shoes** and discuss what each of the shoes represent (refer to the "Useful resources" section of this worksheet):
 - a. Navy formal shoes
 - i. Routines and formal procedures
 - b. Grey sneakers
 - i. Exploration, investigation, and collection of evidence
 - ii. Purpose of the action is to get information
 - c. Brown brogues
 - i. Involves practicality and pragmatism
 - ii. Do what is sensible and what is practical
 - iii. Figure it out as you go using initiative, practical behavior, and flexibility
 - iv. Almost the opposite of the navy formal shoes
 - d. Orange gumboots
 - i. Danger and emergency
 - ii. Emergency action is required
 - iii. Safety is a prime concern
 - e. Pink slippers
 - i. Suggest care, compassion, and attention to human feelings and sensitivities
 - f. Purple riding boots
 - i. Suggest authority
 - ii. Playing out the role given by virtue of a position of authority
 - iii. There is an element of leadership and command
 - iv. The person is not acting in his or her own capacity but in an official role

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3. Search online for classic shoe advertisements (e.g. Hush Puppies Classic TV Ad, Clarks' shoes 1980 ad, Clarks' shoes commercial stand tall, 1950s Keds Shoe Commercial).
4. As a class, watch the classic commercials and then select two or three clips to analyse.
5. Using the de Bono concept, determine what kinds of people the advertisement might be saying would benefit from wearing their shoes.
6. Divide the class into smaller groups and have each group decide on their own concept for a shoe commercial. In their planning they should:
 - a. Determine their target audience and what message they are trying to communicate to their audience.
 - b. Map out the concept, script, continuity using the storyboard template in **Student Activity Sheet E15.3: Shoe Advertisement**, keeping to approximately eight frames.
 - c. Determine the roles of the group: Actor/dancer, director, camera operator, gaffer, sound specialist (i.e. is there a soundtrack, how will it be recorded?), editor (may be in-camera editing which relies heavily on making sure that there is no extraneous action, so that one frame flows onto the next), continuity, wardrobe, set design, etc. Some students will have more than one role.
 - d. Group production: film, edit and export each short commercial for viewing by the rest of the class.

Download

- Student Activity Sheet E15.3: Shoe Advertisement Storyboard

Useful resources

- [Edward de Bono The Six Action Shoes](#)
- [YouTube](#)



NAME:

Student Activity Sheet:	E15.3	Episode 15:	My Life En Pointe
Activity:	A Shoe Advertisement	Clip:	Dancers' Toes

Shoe Advertisement Storyboard

What is the message to be communicated to the audience?

Target Audience:

Now, in the storyboard template on the following page, construct a scene by scene storyboard for your advertisement. Include as much information as you can for each frame. Including:

- Scene Illustration
- Title
- Camera angle
- Length of shot in seconds
- Describing words
- Optional extras: Camera movements, script, lighting, how the cast move about and any other relevant information.

		
		
		