
The Nova Scotia Writing Exemplars, Grades One to Eight Project

**Writing Exemplars: Spring
Writing Task – Grade 7**

*A Advertisement
for a New Food Product*

Student Work Sheets

Student Name: _____

In this writing task, I will try to show that:

- The opening paragraph captures the reader's attention.
- I have identified a group of consumers who might be interested in my product.
- I have organized my ideas and information in a logical order.
- The information focuses on a central idea.
- All of the paragraphs develop the central idea.
- I have selected vocabulary that will persuade and involve the reader.
- I have used different adjectives to appeal to the senses of the reader.
- I have tried to use literary devices effectively.
- I have included the special features and/or benefits of the product.
- I have checked my spelling, grammar, and punctuation.

Planning Guide – A Great Food

1. This food is for (consumers):

2. Descriptive Words:

taste _____

smell _____

appearance _____

texture _____

special features _____

3. Descriptive phrases that describe your food (including literary devices, if appropriate).

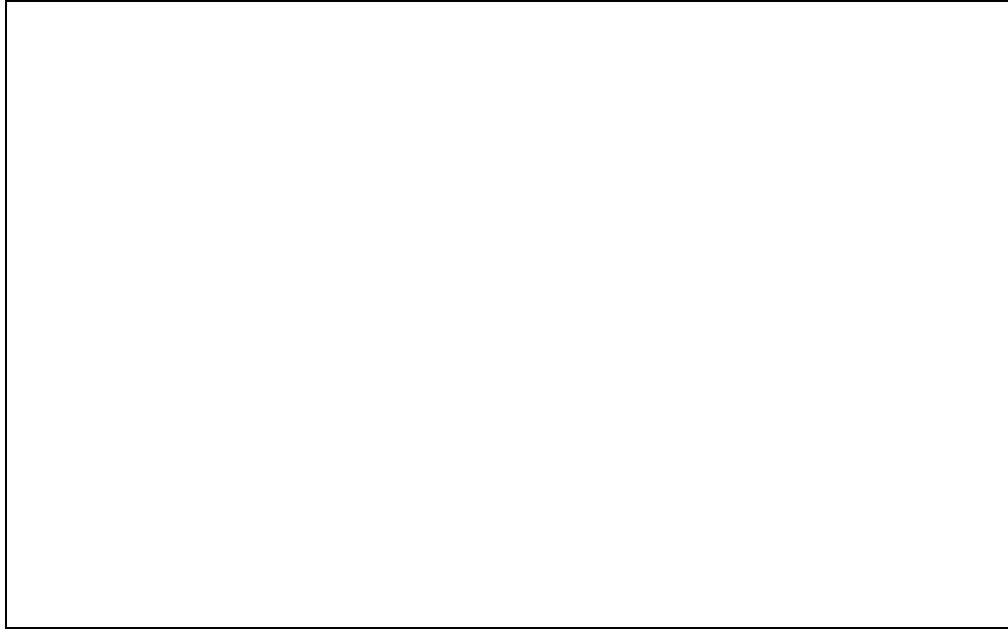
4. List possible names for your food product.

As a group, decide on the best name.

Planning Guide – A Great Food (continued)

5. Think about the packaging. Draw a picture/illustration of how your product will look. Write a paragraph, slogan, poem, or song that describes your product. Present it orally to the class with the diagram. Imagine that the class represents your group of consumers.

Use the camera, image editing and paint and draw software; or pencil, markers and the space below to create a rough draft of your illustration.



Student Writing Guide

Purpose

Identify consumers

Describe the
Product

Explain why they
should buy the product

Editing and Revising Checklist (Self/Peer)

CRITERIA		COMMENTS
	Check if no errors	Make necessary corrections, suggestions, or compliments
<ul style="list-style-type: none"> conventions are correct/corrected 		
– spelling		
– grammar		
– punctuation		
<ul style="list-style-type: none"> effective use of adjectives and other words, phrases, literary devices 		
<ul style="list-style-type: none"> opening paragraph: <ul style="list-style-type: none"> – captures reader's attention – identifies specific consumers 		
<ul style="list-style-type: none"> other features 		

Student Reflection

1. Are you pleased with your finished work? Why or why not?

2. What do you want the reader to notice in your descriptive article?

3. Did you enjoy this writing task? Why or why not?
