

Teacher's Notes

- Discuss the media's presentation of alcoholic drinks; TV adverts, magazines, hoardings etc. i.e. millions of pounds are spent on making drinks look attractive, fun, exciting etc.
- Discuss peer pressure, perhaps referring to the previous exercise on peer pressure.
- Return to discussion about advertising alcohol; how many people it reaches, the lifestyles it suggests, its power. Discuss choices and attitudes and how they are affected by advertising.
- Create an alternative. Design a non-alcoholic drink using the same ploys that advertisers do – exciting name/lifestyle, colourful presentation, innovative bottle/glass/label design. Analyse a range of designer bottles – why are they attractive?
- In groups of three or four suggest names of fruits and vegetables that could be used in a cocktail. Create a name for a cocktail; create a logo and 'catch phrase'; consider a colour scheme and the shape of bottles and glasses.
- Using card and paper create the bottle with label, cocktail glass, napkin and menu for display.
- Produce a menu using ICT making it colourful and attractive. Using card and paper create the bottle with label, cocktail glass, napkin and menu for display.

Resources: Felt tip pens, coloured card, A3 paper, backing paper, straws, umbrellas, various decorations for drinks. 'cocktail' recipe books for ideas, styles and colours etc.