



Dusemond
Study Programmes

MUSSELSBURGH

Great trips with Dusemond.

Let's



Go!



NOTES ON THIS EXCURSION

Musselburgh is.....

the largest settlement in East Lothian. For Dusemond it is also the sight for our advert challenge. This activity allows students to engage with their creative side in teams. The following document contains instructions and guidance for the students to create an advert challenge by promoting teamwork and creativity. Make sure you pick a designated spot where students can come and find you if they need help or assistance. Take lots of pictures and enjoy your time in Musselburgh!

Bene/Rupert



ESSENTIAL AL INFO

What to do if..?

**If there is a problem, call your AM
Time management...?**

Make sure you take your are aware of the timings to ensure you return to the centre on time, this also means keeping your AM informed of timings.

Emergency number...?

**Make sure that each student has the emergency number for your centre
Be mindful...?**

Be mindful that students will be engaging with the public so make sure that they are respectful and appropriate.

Make sure...?

you take lots of photos and have fun!

Try to...?

Keep the students engaged where you can and give them a guiding hand.



1. It is a historic market town known as 'The Honest Toun' and famed for golf and its race-course.

2. It was first settled by the Romans in the years following their invasion of Scotland in AD80.

3. Musselburgh is the oldest town in Scotland.

4. Musselburgh has the oldest golf course in the world; Musselburgh Links dating from 1672. The Links, which is a former venue of golf's Open Championship, is the oldest continuously played golf course in the world.

5. The name Musselburgh is Old English in origin with mussel referring to the extensive shellfish beds which line the shore on the Firth of Forth, and burgh derived from the Old English for 'town'.

4.The town motto "Honesty" dates back to 1332, when the Regent of Scotland, Randolph, Earl of Moray, died in the burgh. His successor offered to reward the people for their loyalty but they declined, saying they were only doing their duty. The new regent, the Earl of Mar, was impressed and said they were a set of honest men, hence 'The Honest Toun'.



Students will create an advert for an Ice cream brand. The advert has to include, B-roll of Musselburgh, an interview with a local, and some kind of song/ jingle. The excursion will be structured around this.

Stop 1 : Explain the projects to students and the 3 step structure. Upon arrival at first stop get them to start recording B- roll and interesting footage to use in their ADs.

Stop 2: Encourage students to interview locals about their favourite ice creams and what life in Musselburgh is like.

Stop 3: The beach, here the students can practice stone skimming and also write, practice and record their jingles for their ADs.

Stop 4: Students go to the ice cream shop and sample Musselburgh's best ice cream.

5. Students have free time to enjoy the town and explore and film any last-minute footage they need

6. Students can begin editing on the coach journey home and then submit their ADs within a deadline. Best of them shown during the graduation ceremony and an overall winner chosen.



- 1. Go to the iconic Town of Musselburgh with your new friends.**
- 2. Film the local area during your tour (you will need this footage for your advert).**
- 3. Find inspiration at the beach to record a 'Jingle' for your advert.**
- 4. Enjoy a delicious local ice cream and interview people who live Musselburgh.**
- 5. Edit your masterpiece, and then send it to your GI. They will send it to us, the best ones will be shown at graduation.**





Organise your teams. Who is going to do most of the filming. Who is going to do the interviews (maybe all of you can?) Who is going to be the editor?

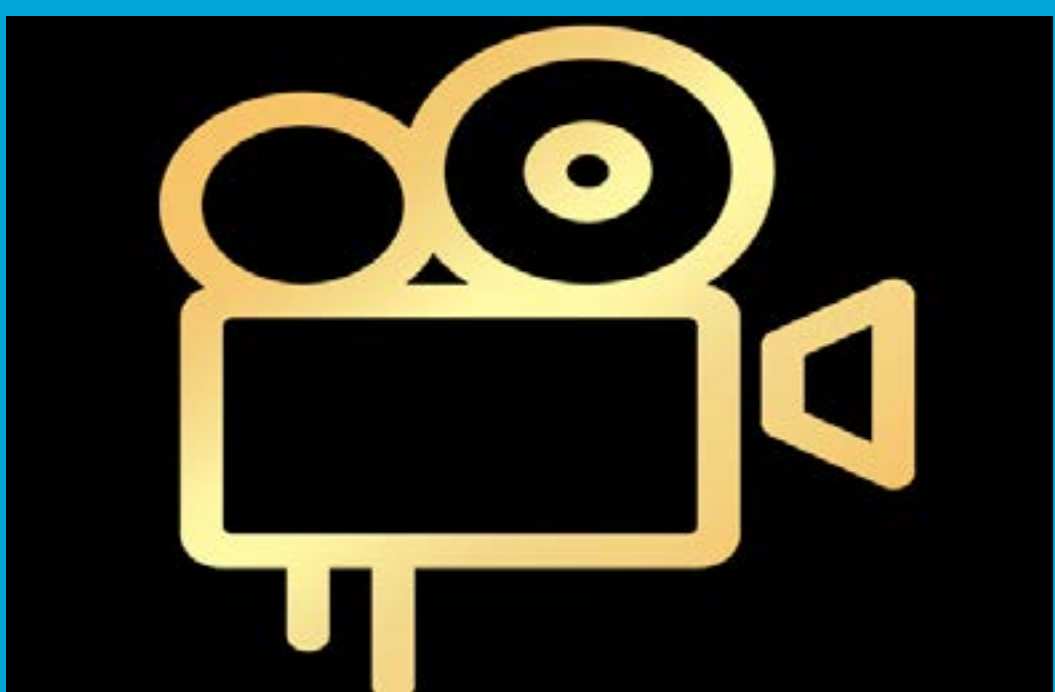
When interviewing remember to be respectful. Prepare the questions you will ask before. Record the audio seperately using your phone as a microphone and then add it to the video afterwards

Find a backing track and then get creative, your “Jingle” or song, only has to be about 20 seconds long, but it should be unforgettable and cool

Your Advert should only be about 2 minutes long, so make sure that every part of it is meaningful. You can even add graphics or text afterwards too

Useful Free Apps to help you with your project

Film Maker Pro



Rhymer's Block

