Start ups! Creating our own restaurant project

Description

In this project, each group of students will play the role of a restaurant owner who needs to develop and create a menu for their restaurant located in an English speaking country (try to be original here...)
Engage in a group project, in a real context, to develop linguistic and communicative skills in English (leading to a B2 level), as well as other competences related to working on group projects and international sociocultural habits.

Tag

• Advertising
• Coding
• Design

Skills

PRODUCTION
• To create and modify written productions
• To use writing software and apps
• To create and modify drawings and designs
• To use drawings and design tools
• To create and modify audiovisual productions
• To use filming and editing tools
• To code software and build hardware

CONTENT MANAGEMENT
• To search, select and download
• To manage content archives
• To manage content dissemination and sharing

INDIVIDUAL MANAGEMENT
• To self-manage

SOCIAL MANAGEMENT
• To participate in social media
• To collaborate
• To coordinate and lead

NARRATIVE AND AESTHETICS
• To interpret
• To recognize and describe
• To compare
• To evaluate and reflect

MEDIA AND TECHOLOGY
• To recognize and describe
• To take action and to apply
• To compare

IDEOLOGY AND ETHICS
• To recognize and describe
• To evaluate and reflect
• To take action and to apply

Learning areas

• Foreign Languages
• Social Sciences

Card language

• English
• Spanish
• Italian

Structure

Sessions	9 (variable*)
Duration	90' (variable*)
Number of participants	25
Age	• 14-16 • 17-18
Materials	• Post-it notes • Poster • Computer and smartphone • Photo editing app • Logo app

Process

Key questions	• What is your experience of restaurants in other countries? Is it similar or different from your experience in local restaurants? Why do you think so? • How do restaurants promote themselves in social media? • What kind of language do they use to approach their customers? • How do they display their identity in media? • How do they engage their customers?

Development	1. Presenting the RESTAURANT PROJECT.
	2. Making groups.
	3. Brainstorming based on online research.
	   1. Deciding on the place.
	   2. Deciding on the type of restaurant.
	   3. Give a brief summary of your project so far to the class (explain why you chose this country and this kind of restaurant).
	SESSION 1
	1. Students: Decide the group roles and make a plan for reaching the expected goal. Choose a group coordinator and try to rotate this role every 2 sessions.
	2. The coordinator should make sure English is spoken as much as possible and that there is a good atmosphere in the group. The role of the coordinator will rotate every 2 weeks.
	3. Listening or watching a video where a cook explains how he started up his/her own restaurant. If possible bring a real cook to the class.
	4. Decide on the specific town and neighbourhood for your restaurant: screen capture in Google Earth. Justify your choice (1 paragraph).
	5. Give a brief summary of your project so far to the class.
	SESSION 2
	1. Decide on the name: each group produces three possible names and the class provides feedback to make the final decision.
	2. Research restaurants in the neighbourhood and read how they present their restaurant in social media.
	3. Create one sentence that describes the experience of your restaurant choosing 5 adjectives for your restaurant.
	4. Create a logo (remember you have to explain it). https://logomakr.com/
	5. Give a brief summary of your project so far to the class.
	SESSION 3
	1. Create an address, phone number & Twitter account.
	2. Think about relevant questions to ask a restaurant owner, to get advice for your own startup.
	3. Revise formal emails.
	4. Contact a real restaurant by email.
	5. Give a brief summary of your project so far to the class.
	SESSION 4
	1. Create a website/blog announcing the opening of your restaurant.
	2. Give a brief summary of your project so far to the class.
	SESSION 5
	1. Write comments in at least 2 of your classmates' restaurants.
	2. Decide on the menu: remember it must have at least 5 categories and 25 items. https://www.canva.com/create/restaurant-menus/
	3. Check prices in the local currency and include them in your menu (remember to check other real restaurants in this area).
	4. Give a brief summary of your project so far to the class.
	SESSION 6
	1. Video production: create a promotion video for your restaurant.
	2. Give a brief summary of your project so far to the class.
	SESSION 7
	1. Choose a new group coordinator for the following 2 weeks
	2. Prepare a presentation to introduce your project to a group of investors.
	3. Practice with Language Assistant.
	Presentations in class. If possible bring a little audience pretending they are investors.

Evaluation	Teachers should assess each product:
	• Logo
	• Media display
	• Website/Blog
	• email to restaurant owner
	• Menu
	• Promotional video
	• Group project presentations
	Teachers should also assess the students' performance in the group work (in two ways, individual performance as well as general group performance). This could also be done by the students (peer assessment) or by both.
References for professors	• https://www.google.com/earth/
	• https://www.canva.com/create/restaurant-menus/
	• https://logomakr.com/
	• https://www.thebalance.com/how-to-open-a-new-restaurant-2888644
	• http://blog.bradleygauthier.com/10-rules-for-restaurant-success/