

## Digital Learning Objects – Use and Reuse Resource Brief

The resource can be viewed by clicking the link on the web page or by following this URL:

<http://www.jonwitts.co.uk/elearning/reuse/index.html> This resource will run in any web browser, is fully W3 compliant for both XHTML 1.1 and CSS and is also fully DDA compliant and accessible to screen readers and text only web browsers.

The resource is an introduction to the advertising unit that is covered at Key Stage Three English. It contains information about the different techniques that Orange PLC use in advertising and promoting their business. It is aimed at Key Stage Three English students, aged eleven to fourteen and could be used in face to face delivery in a class room environment or as a refresher to material covered in class, over the Internet e.g. Through the VLE.

The original PowerPoint was posted to a website that places no copyright constraints on the work uploaded there. Due to this there was no copyright issues involved, but out of politeness and goodwill, I have left a link to the original website at the bottom of the web pages I made.