



IMPERIAL HERITAGE SCHOOL

SECTOR-102, GURUGRAM

Holiday Homework

SESSION 2023-24

GRADE

VII



"A vacation is what you take when you can no longer take what you've been taking."

—Earl Wilson.

Dear Parents

Greetings!

Vacation.....the word itself brings a huge, dazzling smile to the face of our children. Children and parents welcome this most-awaited time of the year with open arms. It is time for children and their loved ones to rejoice and rejuvenate and create memories together. Children choose to spend time in the company of friends and family and in pursuit of leisurely activities of interest and hobbies. With reasons plenty, the children look forward to these holidays.

Summer Vacation is the time for children to explore their interests and indulge in various activities and projects that would lead to their all-round development. We have designed the Holiday Homework in such a way that their creative and hidden talents surface and they will also be able to develop skills like relating, thinking, concluding, inferring etc. With a little creativity and an open mind, the possibilities for a fulfilling summer vacation are endless.

Summer vacations is a time to cherish, celebrate and renew lost habits and bonds. Connect with your child on a personal level and see the transformation within. As parents, you also need to unwind and relax. Do your favorite things and involve your child in them too. We hope that our children will thoroughly enjoy the vacation and make the most of this summer. As rightly said, a little bit of summer is what the whole year is all about.

"Instruction does much, but encouragement is everything."

Vital Suggestions for Summer Parenting:

- **Encourage your child to learn a new skill to add to their resume.**
- **Motivate your child to catch up on summer reading.**
- **Indulge your child in activities that can stimulate their creativity.**
- **Ask your child to clean up their digital presence and spend time with their loved ones.**
- **Help your child stay active and healthy by following a new fitness regime.**

Apart from getting involved in the learning process, we would request you to take out some time and involve your child in visiting some historical monuments, going for a nature walk, or some places of tourist attraction. This will help them to gain knowledge beyond books and could be used in the given homework.

"Don't be busy ...Be Productive"

Smart tips for students regarding 'Holiday Homework':

- **Be original in your work.**
- **Schedule your time for activities so that the work is completed with ease.**
- **Read the instructions for each subject carefully.**
- **Beautiful handwriting makes a good impression. Submit your work neatly.**
- **Present your assignments creatively.**
- **Take the help of your parents wherever and whenever necessary.**

Adding up the rubric to guide you for your holiday homework on which marks will be allotted.

Content	Presentation	Relevance	Creativity	Originality	On-time Submission
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Words of advice from my side for our students:

- Relax during the holidays and eat healthy food.
- Read books, magazines, and newspapers to enhance your vocabulary and stay updated with current affairs.
- Learn to grasp things from your surroundings and use them in your assignment completions during holiday homework.
- Get enough sleep and surround yourself with positivity and happiness.
- Engage your ward in well-being practices such as meditation, exercise, yoga, etc.
- Inculcate the habit of writing as it is essential for those who seek to rise above the ordinary.

Let us all feel the summer vibes with a poem written by Leslie Pinckney Hill...

SUMMER MAGIC

So many care to vex the day,
So many fears haunt the night,
My heart was all but weaned away
From every lure of old delight.

Then summer came, announced by June,
With beauty, miracle, and mirth.
She hung aloft the rounding moon,
She poured her sunshine on the earth,

She drove the sap and broke the bud,
She set the crimson rose afire.
She stirred again my sullen blood,
And waked in me a new desire.

Before my cottage door, she spread
The softest carpet nature weaves,
And deftly arched above my head
A canopy of shady leaves.

Her nights were dreams of jeweled skies,
Her days were bowers rife with song,
And many a scheme did she devise
To heal the hurt and soothe the wrong.

For on the hill or in the dell,
Or where the brook went leaping by
Or where the fields would surge and swell
With golden wheat or bearded rye.

Enjoy your summer vacation. May you all have an exciting summer full of cheer and fun.

Best Regards
Ms. Neelu Sharma
Principal

Happy Holidays

THEME: AMAZING ADVERTISING

Nike: Just Do It Burger King: Have It Your Way McDonald's: I'm Lovin' It

We all have seen this advertisement around us and love to hear the tag line which immediately reminds us of that thing.

Advertising is a promotional activity through which information on a particular product or service is given to customers. It is a public communication that promotes a product, service, brand, or event. Advertising aims to put a product or service in the spotlight in hopes of drawing it attention from consumers. It is typically used to promote a specific good or service, but there are a wide range of uses, the most common being commercial advertisement. An effective advertising campaign can help you to: increase customer reach build customer awareness of your business and brand.



ENGLISH

1. READ- THINK- WRITE

Read the following article –

<https://raisingchildren.net.au/toddlers/play-learning/screen-time-media/advertising-children>

Based on the article, write an informal letter to your friend sharing what you learnt about advertisements.

You may use the following clues to add points in the letter –

- Has the article and its findings encouraged you to make changes in your life?
- What would you be careful about when you see or read an advertisement in the future?

2. LITERATURE and ART

Read the famous children's classic – *Heidi, the Girl of the Alps*. It is also available online on <https://www.gutenberg.org/cache/epub/20781/pg20781-images.html>

Make a minimum of three bookmarks with three different quotes from the novel. The quotes should be neatly written along with the name of the character it belongs to. Some designs of bookmarks are given below. Use the bookmarks for marking important pages of your work in school or at home.



3. RESEARCH and COLLABORATION

Ask your parents about the advertisements they can remember from their growing years. The picture given below can serve as a clue / helping tool. In an A4 sheet, create an advertisement for a product that you and your parents like based on the ones that were prevalent in their times. The product should have a positive impact on health and environment. Remember, the content should be less and the message should be conveyed clearly through the images.



विषय - हिंदी

किसी भी सामान या सेवा को बेचने अथवा उसकी जानकारी को लोगो तक इस तरह प्रस्तुत करना जिससे वह आकर्षक (Attractive)लगे

जैसे आप सड़को पर, अखबारों, मोबाईल फ़ोन या टीवी पर बहुत सारी चीजों के विज्ञापन देखते है। खाने की वस्तुओ से लेकर कपड़ो के विज्ञापन को बहुत ही प्रभावी तरह से प्रस्तुत किया जाता है।

1. 'विज्ञापन' विषय पर (A4 sheet पर) अनुच्छेद लिखिए |
2. किसी एक प्रसिद्ध पर्यटक स्थल का (A4 sheet पर) विज्ञापन बनाइए |
3. अलग – अलग विज्ञापनों को काटकर (A4 sheet पर) लगाएँ और उनके शीर्षक लिखें |



FRENCH

- Design a French magazine which should have the following points:

- ❖ Design an attractive Cover Page.
- ❖ Give a creative name to magazine.
- ❖ Create a poster on France.
- ❖ An article on France.
- ❖ A small story on France.
- ❖ Scramble words
- ❖ Cross words
- ❖ Advertisements
- ❖ Comic strip (you may draw yourself as well.)



- Conjuguez les verbes dans le cahier: Préférer, travailler, demander, fermer, choisir, rougir et étudier.

SANSKRIT

- भारतीय संस्कृति को ध्यान में रखते हुए एक विज्ञापन के रूप में घटिका को A4 साइज शीट पर बनाइए-
- राम अकारांत शब्द रूप, नदी ईकारांत स्त्रीलिंग शब्द रूप और गम् धातु और दा धातु A4 साइज शीट पर लिखें।
- स्वच्छता के महत्व को दर्शाते हुए चार्ट पेपर पर विज्ञापन तैयार कीजिए।



MATHEMATICS

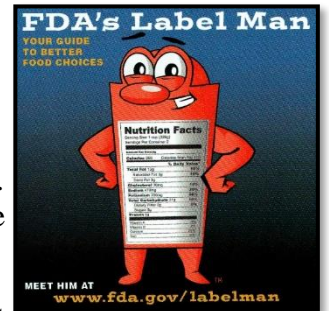
Math is used in marketing to constantly track, analyse and optimize the return on investment and to estimate the gain from marketing activity.

- Investigate: Take any 5 products and find how much money is spent on advertising the product.
- Project: Find the 3 most visited states in India. Collect the data about how many tourists visited, these states in 2023 in the month of April. Represent this data in the form of a bar graph.
- Make a practice notebook and solve 25 sums daily.

SCIENCE

Advertising and publicizing is educational and dynamic in nature. They familiarize the general public with the new products and their diverse uses and also educate them about the new uses of existing products.

1. Compare the nutrition labels on any five marketed products of your choice. Compare, contrast, and make a report on an A4 size sheets indicating the portions of RDAs these food products provide.
2. Misleading advertisements portray in accurate and deceptive information to get users to act. These ads use different forms of dishonest tactics such as false claims or statements, inaccurate affiliations, or fictitious company information, just to name a few.

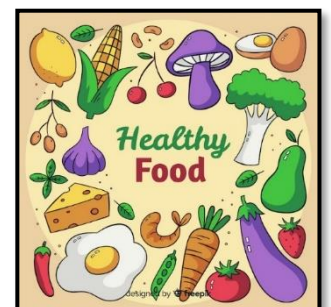


Case study: The National Commission for Protection of Child Rights (NCPCR) recently ordered Bournvita to withdraw all "misleading" advertisements, packaging, and labels. The NCPCR said it has received a complaint alleging that Bournvita promotes itself as a healthy drink improving children's growth and development but it contains a high percentage of sugar and other substances that might impact a child's growth. Explore and analyze the effects of high sugar, preservatives, and other additives present in the commercially available so-called health drinks on children's health by writing your observations on an A4 sheet.

ACTIVITY 3

Create your own Advertisement:

Choose your favorite home-made food, ask your mom for its ingredients. Look for the nutritional value of each ingredient (for this you can refer to the label on the packet or internet). Now use your creativity and design an advertisement on an A4 size sheet of your favorite food emphasizing its nutritional value and health benefits.



SOCIAL STUDIES

Advertising, the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, often through brand marketing, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples.

Advertising developed in a variety of media. Perhaps the most basic was the newspaper, offering advertisers large circulations, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis.

Activity 1: Advertising: Brand Power: History of Branding

We're living in the Golden Age of Branding. But the history of branding goes back to centuries. This discipline and art form has evolved over the years to become an essential part of building any successful business.



On an A4 size sheet describe about the History of Branding with reference to the Mughal Period and compare it with Industrial Revolution period.

Activity 2: My Brand My Name

Create your own brand symbol of any of your favourite product and give it a famous tag line to advertise. List the features of your brand that makes it attractive for consumers to buy. Be creative and don't use ideas of the original brand symbol.

Activity 3: Social Advertisement



Social advertisements are the advertisements made by the State or private agencies. They have a larger message for the society. For example advertisement regarding building of toilets in each home to ensure health and sanitation of the people is a social advertisement.

Make a Paper bag and draw a Social Advertisement on it so that when this bag is carried away by you, people should get attracted to the message about the social message that it carries.

INFORMATION TECHNOLOGY

Imagine you are a graphic designer in a company, create an animated advertisement video of 1 minute to promote an event which is being organized by the **Ministry of Women and Child Welfare** to create awareness on **Girl Education**. Please submit your advertisement video on Teams.

Guidelines:

- You can use Canva, Adobe Express or any other video making software for the same.
- Don't use the built in templates, create your own.

