



Oui Oui Caudalie: Project-Based Learning in Languages

Engaging students through
practical language projects

Overview of the Presentation

Oui Oui Caudalie: A Project-Based Learning Elective



Innovative Language Learning

The elective complements traditional lessons by applying French in real-world, creative contexts to engage learners effectively.

Skincare as Learning Context

Using skincare products as a hook provides authenticity and motivation for students to explore French language and culture.

Collaborative Project Delivery

Partnerships and interdisciplinary approaches supported project delivery, enhancing relevance and impact on learners and staff.

Sustainable Educational Model

The elective represents a sustainable model for language learning through ongoing interdisciplinary, project-based approaches.

Context and Rationale

Elective Structures at Mintlaw Academy



Broadened Learning Opportunities

The elective structure broadened learning by providing innovative, sustained experiences beyond traditional lessons.

Student Choice and Motivation

Pupils could choose electives, boosting motivation and ownership over their learning journey.

Project-Based Learning Focus

The structure encouraged inquiry, creativity, and real-world applications through project-based learning.

Innovative Language Learning

Languages moved beyond textbooks towards cultural and authentic communication experiences.

Building a Project- Based Learning Model

Early Pilot Projects in Languages



Project-Based Language Learning

Pilot projects like Spanish Kitchen and Arabic cultural exploration integrated language learning with real community experiences.

Successful Project Features

Strong partnerships, clear real-world goals, and language application boosted the success of pilot projects.

Building Confidence and Model

Early pilots built staff confidence and created a replicable, practical language learning model.

Raising Language Profile

Projects showcased languages as practical, relevant skills connected to life beyond the classroom.

The Origin of Oui Oui Caudalie



From Classroom Conversation to Curriculum Innovation

Organic Classroom Conversations

The project started from a natural discussion about skincare and French culture within an S3 French class.

Listening to Pupil Voice

Recognizing student interests led staff to explore meaningful curriculum innovations aligned with learners' passions.

Curriculum Innovation

An informal conversation evolved into a structured elective combining student interests with project-based learning.

Design of the Project

Real-Life Application of French Through Skincare



Practical Language Use

Students practiced French in everyday contexts like pharmacy conversations to build real-world communication skills.

Creative Product Design

Pupils designed skincare products, developing brand identities and marketing concepts to integrate creativity and enterprise.

Differentiated Language Levels

Learners used French at their comfort level, from full pitches to key phrases, ensuring inclusivity and progression.

Interdisciplinary Learning

The project combined language learning with creativity, enterprise, and cultural understanding for deeper engagement.

Partnership Working

Collaboration with a Local Business



Active Business Partnership

The local business partner actively shaped the project brief and provided real industry insight during the first term.

Authenticity and Purpose

Collaboration gave pupils a real audience and purpose, raising expectations and enhancing authenticity.

Flexibility and Responsiveness

Reduced partner involvement fostered adaptability and demonstrated key project-based learning principles.

Meaningful Learning Despite Changes

Adaptability ensured meaningful learning continued even when external conditions shifted.

Adaptation and Flexibility



Pivoting the Project to Maintain Momentum

Adapting to Change

The project adapted to reduced business partner involvement to maintain authenticity and pupil engagement.

Increased Pupil Ownership

Pupils took greater ownership by developing products and creating French promotional content.

Flexibility and Resilience

Flexibility in project-based learning fosters resilience and problem-solving among staff and pupils.

Classroom Approach

Minimal Input and Risk-Taking in Language



Facilitator Role of Staff

Staff act as facilitators, encouraging exploration rather than direct instruction.

Encouraging Mistakes

Pupils are encouraged to make mistakes in French, reducing fear and building confidence.

Inclusive Risk-Taking Environment

An inclusive classroom atmosphere fosters natural differentiation and comfort in taking risks.

Fluency Through Use

Fluency develops through active use and experimentation, not through perfection.

Impact on Learners

Engagement, Confidence, and Creativity



High Learner Engagement

Learners showed high engagement and confidence using French through interactive and practical activities.

Creative Leadership

Many pupils took leadership roles and contributed creatively, showing pride in their work.

Transferable Skills Development

Beyond language, pupils developed teamwork, communication, and problem-solving skills.

Cultural Understanding

Pupils gained deeper insights into French culture, especially skincare and consumer habits.

A Sustainable Model

From Oui Oui Caudalie to Eau La La



Replicated Successful Model

The educational model from Oui Oui Caudalie was successfully replicated in Eau La La, demonstrating sustainability and adaptability.

Focus on French Perfume

Eau La La elective focused on French perfume brands, exploring their heritage, branding, and marketing strategies.

Language Learning in Context

Students applied language skills within real-world cultural contexts related to iconic French products, enhancing authentic learning.

Sustainable Educational Framework

The approach established a flexible framework that evolves with new ideas and interests rather than fixed themes.

Challenges and Learning



What We Learned Along the Way

Challenges in Innovative Electives

Innovative electives require flexible timetabling, adaptable partnerships, and confident staff willing to give pupils ownership.

Importance of Structure and Purpose

Even within flexible learning, a clear structure and purpose are essential to support success despite changes.

Power of Trust and Real-World Connection

Trusting pupils and linking learning to real-world contexts fosters deeper engagement and meaningful outcomes.

Conclusion

Key Takeaways for Language Learning



Project-Based Learning Impact

Purposeful projects engage students deeply, making language learning meaningful and relevant.

Real-World Contexts

Embedding language in real-life situations helps students actively use and retain skills.

Sustainable Learning Approach

Flexible and scalable methods support ongoing success in language education.

Building Confident Learners

The approach nurtures confident learners who apply language skills beyond classrooms.