

Unit: Promotional Graphics Layout and Design	Concept: Defining the Purpose of a Design
Standard <ul style="list-style-type: none"> 3.5.9-12.U Evaluate and define the purpose of a design. 	
Key Learning <ul style="list-style-type: none"> (LTTG) Students will be able to apply investigation, imagination, innovative thinking, and physical skills to accomplish goals. 	Unit Essential Question <ul style="list-style-type: none"> How can I apply investigation, imagination, innovative thinking, and physical skills to accomplish goals?
Essential Question <ul style="list-style-type: none"> Why is there no single correct solution in design? 	
Key Vocabulary <ul style="list-style-type: none"> Trade-off, Resource, Criteria, Constraint, Function, Form, Purpose, Evaluate, and Define 	
Learning Experience <ul style="list-style-type: none"> Students who demonstrate understanding can evaluate and define the purpose of a design. Clarifying Statement: In order to move forward with the best solution, it is often necessary to determine a design that best fits a number of measures such as trade-offs, resources, criteria, constraints, function, form, etc. A product must be a balance of these measures to best fit the intended use and audience. 	
(Big Idea) Technology & Engineering Curriculum Framework Big Ideas <ul style="list-style-type: none"> There is no single, best solution as designs can always be improved and refined. 	
(SEP) Science and Engineering Practices <ul style="list-style-type: none"> Obtaining, Evaluating, and Communicating Information - Compare, integrate and evaluate sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a scientific question or solve a problem. 	
(DCI) Disciplinary Core Ideas <ul style="list-style-type: none"> NAEP D.12.8 - Meet a sophisticated design challenge by identifying criteria and constraints, predicting how these will affect the solution, researching and generating ideas, and using trade-offs to balance competing values in selecting the best solution. 	
(TEP) Technology and Engineering Practices <ul style="list-style-type: none"> Communication - Conveys ideas clearly in constructive, insightful ways, including through written and oral communication and via mathematical and physical models. 	
Terms	

- (ETS) Engineering, Technology, and Applications of Science – Standards applicable across the Science, Environmental Literacy & Sustainability, and Technology & Engineering content areas.
- (LTTG) PDE Technology & Engineering Long Term Transfer Goals
- (Learning Experience) A learning experience refers to any interaction, activity, or other experience in which students acquire new understanding, knowledge, behaviors, or skills.
- (Big Idea #) PDE Technology & Engineering Curriculum Framework Big Ideas
- (SEP) PDE Science and Engineering Practices
- (DCI) PDE Disciplinary Core Ideas
- (TEP) PDE Technology and Engineering Practices