

Unit: Promotional Graphics Applications	Concept: Advertising Design
<p><b>Standard</b></p> <ul style="list-style-type: none"> <li>3.5.9-12.N Analyze and use relevant and appropriate design thinking processes to solve technological and engineering problems.</li> <li>3.5.9-12.P Apply a broad range of design skills to a design thinking process.</li> <li>3.5.9-12.Y (ETS) Design a solution to a complex real-world problem by breaking it down into smaller, more manageable problems that can be solved through engineering.</li> <li>3.5.9-12.X Implement the best possible solution to a design using an explicit process.</li> </ul>	
<p><b>Key Learning</b></p> <ul style="list-style-type: none"> <li>(LTTG) Students will be able to employ hands-on problem solving, i.e., designing, making/building, producing, and evaluating outcomes.</li> <li>(LTTG) Students will be able to collaborate as part of a team, valuing the contributions of all members.</li> </ul>	<p><b>Unit Essential Question</b></p> <ul style="list-style-type: none"> <li>How can I employ hands-on problem solving, i.e., designing, making/building, producing, and evaluating outcomes?</li> <li>How can I collaborate as part of a team, valuing the contributions of all members?</li> </ul>
<p><b>Essential Question</b></p> <ul style="list-style-type: none"> <li>How can I design, develop, create, and evaluate advertising designs?</li> </ul>	
<p><b>Key Vocabulary</b></p> <ul style="list-style-type: none"> <li>Diversity, Dual Meaning Messages, Deception, Emotional Response, Ethical Issues, Persuasion, Print Advertising, Unconventional Advertising, and Methods of Persuasion</li> </ul>	
<p><b>Learning Experience</b></p> <ul style="list-style-type: none"> <li>Students will layout, design, develop, and create a specific advertising message constructed to inform, persuade, promote, provoke, or motivate people. Students will attempt to grab the audience’s attention, communicate a message, respect the viewer, be ethical, promote one product or service over another, persuade the target audience, and call people to action by motivating behaviors. Students will examine why they are advertising, who they are talking to, what do their audience currently think, what would they like the audience to think, what is the single most persuasive idea they can convey, and why should the audience believe it.</li> </ul>	
<p><b>Performance Task</b></p> <ul style="list-style-type: none"> <li>Students will be challenged with complex promotional graphics problems to solve, designing, developing, creating, and evaluating effective advertisement designs. Based on the criteria and constraints, students will determine the best possible solutions to meet the needs and wants of the end-user(s). Students will design, develop, create, and evaluate their design solutions.</li> </ul>	
<p><b>Terms</b></p> <ul style="list-style-type: none"> <li>(ETS) Engineering, Technology, and Applications of Science – Standards applicable across the Science, Environmental Literacy &amp; Sustainability, and Technology &amp; Engineering content areas.</li> <li>(LTTG) PDE Technology &amp; Engineering Long Term Transfer Goals</li> </ul>	

- (Learning Experience) A learning experience refers to any interaction, activity, or other experience in which students acquire new understanding, knowledge, behaviors, or skills.
- (Performance Task) A performance task is any learning or assessment that asks students to perform to demonstrate their knowledge, understanding, and proficiency.