Computer Applications

[Implement start year (2013-2014)]

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Unit 4 Presenting Information

Stage 1 – Desired Results

Established Goals

2009 NJCCC Standard(s), Strand(s)/CPI #
(http://www.nj.gov/education/cccs/2009/final.htm)

Common Core Curriculum Standards for Math and English
(http://www.corestandards.org/)

Standard 8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.

Standard 9.1 21ˢᵗ Century Life & Career Skills: All students will demonstrate creative, critical thinking, collaboration and problem solving skills to function successfully as global citizens and workers in diverse ethnic and organizational cultures.

Standard 9.4 Career and Technical Education: All students who complete a career and technical education program will acquire academic and technical skills for careers in emerging and established professions that lead to technical skill proficiency, credentials, certificates, licenses and/or degrees.

21ˢᵗ Century Themes
(www.21stcenturyskills.org)

_X__ Global Awareness
_X__Financial, Economic, Business and
     Entrepreneurial Literacy
___Civic Literacy
___Health Literacy
___Environmental Literacy

21ˢᵗ Century Skills

Learning and Innovation Skills:
_X__Creativity and Innovation
_X__Critical Thinking and Problem Solving
_X__Communication and Collaboration

Information, Media and Technology Skills:
_X__Information Literacy
_X__Media Literacy
_X__ICT (Information, Communications and
     Technology) Literacy

Life and Career Skills:
_X__Flexibility and Adaptability
_X__Initiative and Self-Direction

	___Social and Cross-Cultural Skills
	___Productivity and Accountability
	___Leadership and Responsibility

Enduring Understandings:	**Essential Questions:**
Students will understand that . . .	
EU 1	*EU 1*
multimedia presentation skills are important in the business world.	• How will using multimedia help with improving presentation skills?
	• How are other presentational resources being used in the business world?
EU 2	*EU 2*
the design and creation process is important for effective print advertisements.	How can you use publishing software to create an advertisement that clearly displays information?

Knowledge:	**Skills:**
Students will know . . .	*Students will be able to . . .*
EU 1	*EU 1*
• How to use presentation software to convey their views to others.	• Use various multimedia elements independently to create professional presentations.
• How to use a variety of presentation applications and templates.	• Demonstrate the use of multimedia technology.
• Why having excellent presentation skills are important.	

EU 2
- The purpose behind layout guides
- How to layer, zoom in/out, and group
- How to change font and color scheme

EU 2
- Utilize tools for print design to enhance publications
- Create the following: business card, greeting card, sign, flyer, poster, invitation, newsletter menu, and brochure

Stage 2 – Assessment Evidence

Recommended Performance Tasks: *Each unit must have at least 1 Performance Task. Consider the GRASPS form.*

You are employed for a company called Comp Tech Inc. as the Lead Marketing Representative. Comp Tech is one of the leading innovators for technology in the U.S. Your marketing director has asked you to put together an advertising campaign to promote their latest smart phone. You are to create two forms of advertising for the new product; as well as, a new logo that will be associated with the new phone.   The final product, including advertisements, will be presented to the Board of Directors for final approval.

Other Recommended Evidence: *Tests, Quizzes, Prompts, Self-assessment, Observations, Dialogues, etc.*

- Famous Person Business card
- Favorite Country/Vacation Spot Travel Brochure (Publisher)
- Theme Menu (Publisher)
- All About Me (PowerPoint/Prezi)
- Peer Critiques

Stage 3 – Learning Plan

Suggested Learning Activities to Include Differentiated Instruction and Interdisciplinary Connections: *Consider the WHERETO elements. Each learning activity listed must be accompanied by a learning goal of A= Acquiring basic knowledge and skills, M= Making meaning and/or a T= Transfer.*

- Identify parts/features of a business card, flyer, menu, & travel brochure (A)
- Create a flyer on One Book, One School (M, T)
- Compare & contrast different restaurant menus (M)
- Compare & contrast travel brochures (M)
- All About Me PowerPoint (A, M, T)

Suggested timeline: 7.5 weeks