

Careers in Action

Summer Teacher Internship/Lesson Plan Writing Project

This lesson has been endorsed by Julian Mendez, General Manager, Digital Office Systems

Sofia E. Ramirez	Art	5-Jun-06
Teacher's Name	Course/Subject	Date(s)/Time

Content	Objective(s)	Career Concentration(s)
	The learner will create a three fold brochure using Microsoft Publisher for a business or company of their choice. The brochure will reflect at least three of the seven Principles of Design.	<input type="checkbox"/> Agricultural Science <input checked="" type="checkbox"/> Art, Communications & Media <input type="checkbox"/> Business & Marketing <input type="checkbox"/> Health Science Technology <input type="checkbox"/> Human Dev., Management & Services <input type="checkbox"/> Industrial and Engineering <input type="checkbox"/> Personal and Protective Services

TEKS Reference:
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Process	Focus/Anticipatory Set	Bloom's Taxonomy in Lesson	Multiple Intelligences	SCANS							
	Teacher will show students different samples company brochures.	<input type="checkbox"/> Knowledge <input type="checkbox"/> Comprehension <input type="checkbox"/> Application <input type="checkbox"/> Analysis <input checked="" type="checkbox"/> Synthesis <input type="checkbox"/> Evaluation	<input checked="" type="checkbox"/> Linguistic <input type="checkbox"/> Logical/Math <input type="checkbox"/> Musical <input checked="" type="checkbox"/> Spatial <input type="checkbox"/> Bodily-Kinesthetic <input type="checkbox"/> Intrapersonal <input type="checkbox"/> Interpersonal <input type="checkbox"/> Naturalist	Foundation		A	B	C	D	E	F
	Relevance/Connection to Workplace			Competencies		A	B	C	D	E	F
	A brochure is required for professional use.			1	1	1	1	1	1	1	1
				2	2	2	2	2	2	2	2
				3	3	3	3	3	3	3	3
				4	4	4	4	4	4	4	4
				5	5	5	5	5	5	5	5

Process	Instructional Methodology (Activities)	Instructional Material(s)
	<input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Teacher Modeling <input checked="" type="checkbox"/> Media Presentation <input type="checkbox"/> Small Group <input checked="" type="checkbox"/> Class/Group Discussion <input type="checkbox"/> Question/Answer <input type="checkbox"/> Guided Practice <input checked="" type="checkbox"/> Independent Practice	Instructions on how to design a brochure using Microsoft Publisher.

Process	Detail(s) of Instructional Methodology (Activities)	Materials/Resources
	The students will research a company and compile it's most remarkable qualities and company history. Using the information acquired students will implement Microsoft Publisher to design a three fold brochure. The brochure must reflect 3 of the following Principles of Design: movement, rhythm, balance, variety, emphasis, proportion & unity. The brochure must include the company's title, motto, mission statement, address, phone number, and email address. It must also specify font size & style and color selection.	Information on company's mission statement and background history.

Process	Use of Technology
	Publisher Instructions, Paper, Printer, & Ink

Process	Accommodations
	One to one assistance

Product	Assessment	Bloom's Taxonomy in Assessment
	<input checked="" type="checkbox"/> Teacher Evaluation <input type="checkbox"/> Employer Evaluation <input type="checkbox"/> Test/Quiz <input type="checkbox"/> Peer/Self Evaluation <input checked="" type="checkbox"/> Written/Oral Presentation <input type="checkbox"/> Others; _____	<input type="checkbox"/> Knowledge <input type="checkbox"/> Comprehension <input type="checkbox"/> Application <input type="checkbox"/> Analysis <input checked="" type="checkbox"/> Synthesis <input type="checkbox"/> Evaluation

Product	Reteach Activity/Homework	Lesson Closure
	Bring a sample of a brochure from any company you have visited to show class members.	What are the key points we were emphasizing today with respect to the Principles of Art?