

Careers in Action

Summer Teacher Internship/Lesson Plan Writing Project

This lesson has been endorsed by Ana Valladarez, Sr. Financial Analyst, Hunt Valley Development

Ricardo A. Rodriguez

Communication Graphics

Summer 2007

Teacher's Name

Course/Subject

Date(s)/Time

Content

Objective(s)

TLW design a poster layout of a company using their logo and color style and will be evaluated using a rubric scale.

Career Concentration(s)

- | | |
|---|--|
| <input type="checkbox"/> Agricultural Science | <input type="checkbox"/> Human Dev., Management & Services |
| <input checked="" type="checkbox"/> Art, Communications & Media | <input type="checkbox"/> Industrial and Engineering |
| <input type="checkbox"/> Business & Marketing | <input type="checkbox"/> Personal and Protective Services |
| <input type="checkbox"/> Health Science Technology | |

TEKS Reference: 123.64.c: 5, 8, 10, 12

TAKS Reference: ELA Objectives: 1, 5

Process

Focus/Anticipatory Set

The Media Presentation should include visiting the following websites:
www.sharyland.com; www.jackinthebox.com; www.ford.com; & www.bawadi.ae

Relevance/Connection to Workplace

Communities are brought together by different means. One of many ways is by creating a community news letter. The "Plantation Post" is a news letter made at Sharyland Plantation for the people living in there.

Bloom's Taxonomy in Lesson

- | |
|---|
| <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 |

Multiple Intelligences

- | |
|---|
| <input checked="" type="checkbox"/> Linguistic |
| <input checked="" type="checkbox"/> Logical/Math |
| <input type="checkbox"/> Musical |
| <input checked="" type="checkbox"/> Spatial |
| <input type="checkbox"/> Bodily-Kinesthetic |
| <input checked="" type="checkbox"/> Intrapersonal |
| <input type="checkbox"/> Interpersonal |
| <input type="checkbox"/> Naturalist |

		SCANS					
		A	B	C	D	E	F
Foundation	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Competencies	1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	3	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	4	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Instructional Methodology (Activities)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Lecture | <input type="checkbox"/> Class/Group Discussion |
| <input type="checkbox"/> Teacher Modeling | <input type="checkbox"/> Question/Answer |
| <input checked="" type="checkbox"/> Media Presentation | <input type="checkbox"/> Guided Practice |
| <input type="checkbox"/> Small Group | <input checked="" type="checkbox"/> Independent Practice |

Instructional Material(s)

A series of marketing samples will be shown on a presentation by web surfing through different companies, during Media Presentation. (Rubric Attached)

Detail(s) of Instructional Methodology (Activities)

Explain purpose of the project and its objective. Teacher will relate the experience gained from summer internship and explain importance of such lesson and what can be gained from it. The teacher will show some web pages with different advertisement from different companies including the "Sharyland" webpage. To complete the project, TL must choose a company and a product to advertise. It's layout size should be exactly 8 in by 10 in. Colors and style used should be consistent with the company's. Companies students will work on should be approved by teacher. TLW work on project with close supervision from teacher.

Materials/Resources

TLW use pictures, websites to get different ideas of how each company promote themselves and how they try to be consistent with their color and styles.

Use of Technology

Video Projector is necessary for presentation. TLW use computer with internet and photo shop, and shall be able to present information by printing out the "advertisement". Optional: using Adobe In-Design.

Accommodations

Product

Assessment

- | | |
|--|---|
| <input checked="" type="checkbox"/> Teacher Evaluation | <input checked="" type="checkbox"/> Peer/Self Evaluation |
| <input type="checkbox"/> Employer Evaluation | <input checked="" type="checkbox"/> Written/Oral Presentation |
| <input type="checkbox"/> Test/Quiz | <input type="checkbox"/> Others; _____ |

Bloom's Taxonomy in Assessment

- | | |
|--|--|
| <input type="checkbox"/> Knowledge | <input type="checkbox"/> Analysis |
| <input type="checkbox"/> Comprehension | <input checked="" type="checkbox"/> Synthesis |
| <input type="checkbox"/> Application | <input checked="" type="checkbox"/> Evaluation |

Reteach Activity/Homework

TLW can create a newsletter template for their high school, making sure it includes the logo (Mascot), and a font that appeals to their peers.

Lesson Closure

Marketing and Advertisement is the key element to bring in customers. Having the right idea, one can attract the right kind of clientele, otherwise you might end up attracting the wrong crowd or no crowd at all.