

CREATIVITY, INSPIRATION AND INNOVATION (CII)

Week 7 & 8:: Time to Build!

STAGE 1: DESIRED RESULTS

Curriculum Frameworks & Standards

ISTE Standards

1. Creativity and Innovation: Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology.
 - a. Apply existing knowledge to generate new ideas, products, or process
 - b. Create original works as a means of personal or group expression
2. Communication and collaboration: Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.

VTE Framework Business Technology

- 2.B.03.02 Utilize appropriate technology to solve a problem or complete a task.
- 2.B.03.06 Explain and utilize different computer technologies and platforms.

Enduring Understandings

Students will create their product or service utilizing two different modalities; one familiar and one new modality.

Essential Questions

1. How can my product/service be displayed to my target market?
2. What is the most effective modality to display my product/service?
3. What are the benefits of displaying my product/service in two different modalities?

Content

- Student will identify one familiar modality to display their product/service.
- Student will explore new modalities to display their product/service.
- Student will gain experience in a new technology.
- Student will gain familiarity with a variety of new technologies by viewing multiple tutorials.

Skills

- Student will be able to rate various technologies to determine which modality will be most effective for displaying their product/service.
- Student will gain experience in a new technology.

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STAGE 2: ASSESSMENT EVIDENCE

How students demonstrate and practice their understanding of the content and skills by:

1. Creating their product/service through one familiar modality.
2. Creating their product/service through one new modality.

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STAGE 3: LEARNING ACTIVITIES

DAY 1 - 10

Lesson Objective:

- Students will explore various technologies and rate them on their overall effectiveness to display their product/service.

Activities:

1. Generate a list of potential technologies with the class. Students who are familiar with a particular technology should share their expertise.
2. Individual students should a short list (3) of technologies they feel would effectively communicate what their product/service is to their target market.
3. Students research their potential technology modalities and identify 1 familiar modality and 2 new modalities.
4. Students explore their new technologies and watch/listen to tutorials.
5. Students begin to build their product/service through their 1 familiar and 1 new modality.
6. Students who choose to build a 3D version of their product/service will need to schedule a print time with teacher.

Resources:

1. Tutorials
2. iPads
3. Computers
4. Google SketchUp
5. iMovie
6. Garageband
7. Vimeo
8. Prototype Build Resources

Assessment:

1. Students will create their product/service effectively by using 1 familiar and 1 new technology. Students will justify their reasoning for choosing the 2 final modalities in a brief paragraph response.

DAY 1 - 10

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Lesson Objective:

- Student will identify an expert within the industry they are working with.

Activities:

1. Students will generate questions to ask an expert in the industry they are working with for the product/service.
2. Students will identify an expert to interview.
3. Students will conduct an interview with their expert to gain insight to help further develop their product.

Assessment

1. Students will write up a reflection on their conducted interview and discuss the insight they gained from the interview.