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| Name: Yvonne Koulikov | Module: 5 |
| **Lesson Plan Title** | |
| Designing a Concert Tee Shirt | |
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| **Goals** | |
| Students will be able to use MS Paint and understand how to calculate net profit. | |
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| **Objectives** | |
| After researching the internet and brainstorming in groups of three, students will be able to create a fictitious band, design a Concert Tee shirt, identify a target market, and create an additional promotional product with 100% accuracy to be measured by the evaluation of the final products through peer review. | |
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| **Discipline and Topic** | |
| This lesson is a problem based learning activity in which students will apply existing knowledge from previous lessons on the use of MS Office Paint, effective internet search, and various word processing programs. The topic involves designing a concert tee shirt, for a student created band, with the purpose of generating revenue for the band. | |
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| **Target Population** | |
| This lesson is designed for a Technology class grades 10 – 12 | |
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| **Curriculum Alignment** | |
| **NYS Standards**  **Career Development and Occupational Studies**  Standard 2 – Integrated Learning: Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.  **The Arts**  Standard 1 – Students will actively engage in the processes that constitute creation and performance in the arts and participate in the various roles in the arts.  **National Educational Technology Standards**  **Standard 1a –Creativity and Innovation**  Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology; students; apply existing knowledge to generate new ideas, products, and processes.  **Standard 1b** – Students create original works as a means of personal or group expression | |
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| **Underlying Educational Theory** | |
| The underlying educational theory of this problem based learning activity is The Constructivist Theory which posits that learning is the active process of creating meaning from different experiences and from building upon existing knowledge. | |
| **Materials Description and Timing** | |
| Students will be using MS Office Paint to create their Tee Shirt Design. They will save a blank tee shirt outline from Google Images into the paint program. Student will research other band tee shirts and promotional items via the internet. Sites include but are not limited to:  For design ideas:  Concerttee.com  Rock.com  Band-tees.com  Rockabilia.com  Fashionpink.com  For pricing ideas:  Cheaptees.com  Customink.com  Vistaprint.com  Wholesale-shirtprinting.com | |
| **Supplemental Materials/Links** | |
| Alternate digital paint programs such as Sumo paint may be used if students have prior knowledge of the program. | |
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| **Lesson** | |
| Students will be assigned to groups of three  Students will draw cards for their role assignment; either band member or manager  Students will be presented with the problem (write up of problem attached)  Students will brainstorm in their groups and establish the following (prior to completing research):   1. The name of their band 2. Names of the band members (they can have up to 6) 3. Date the band was established (could be years ago or present) 4. Type of music the band plays 5. Target audience for their music 6. Logo or theme for the band   Once the above has been established then students will:   1. Research, using the internet various bands, concerts and their promotional materials   and establish design ideas.   1. Research, using the internet the wholesale price of purchasing and printing tee shirts   Upon completion of the research students will:   1. Use MS Paint or SUMO paint to create a design for their Concert Tee Shirt (I have   Attached an example)   1. Create a brief write up including the following:    1. Name of band, members names, and establishment date    2. Type of Music and target audience    3. Number of Tee Shirts that will be produced    4. Cost of actual Tee Shirt and cost of printing    5. Amount Tee shirt will sell for, net profit per shirt, to reach goal.   In addition, students will have one class period to produce an additional product to promote their band, either a flyer, post card, flip video clip, etc… | |
| **Evaluation of Students** | |
| Groups will present their Tee Shirt designs and promotional item to the class who will use two applicable sections of the rubric to grade the above items. The teacher will use the remaining section of the rubric to grade the write up portion of this situational PBL activity. (Rubric attached) | |
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| **Evaluation of Lesson** | |
| I will evaluate the effectiveness of this lesson by informal observation throughout the various steps and will offer feedback as students are working. I will look to be sure that students are working collaboratively and actively. As a more formal evaluation I will consider this lesson successful if 90% of the students include all the information required in their write up and if their designs are properly aligned to the interests of their target market. | |
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| **Rationale for using the medium** | |
| The MS Office paint program was chosen to design the tee shirt because it is relatively easy to use and the later version has many options available. The students were offered a choice in the second promotional product. This is because it is theorized that when students are offered the opportunity to choose then they will take control of their learning and more effectively construct knowledge. | |
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