

Standards-Based Lesson Template

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Teacher:	Jon Gianelli
Class:	Advanced Graphic Design
Lesson/Unit Title:	School Event Promotional Campaign
Abstract/summary of lesson:	Students will be taught the process of successfully promoting an event and will then be given the chance to choose a school event and promote it using a variety of print and web media.
Students will know...	Students will know: -Specific practices of effective event promotions -The design process for the creation of print and web media
Students will be able...	Students will be able to -analyze various promotional practices and evaluate their effectiveness -incorporate the design process to create online and web media for the promotion of a school event.
Standards/Skills addressed	Arts, Media, and Entertainment Pathway Standards A2.0 Apply artistic skills and processes to solve a variety of industry-relevant problems in a variety of traditional and electronic media. A2.9 Create a multimedia work of art that demonstrates knowledge of media and technology skills.
Performance tasks/projects:	A2.0 Apply artistic skills and processes to solve a variety of industry-relevant problems in a variety of traditional and electronic media. A2.9 Create a multimedia work of art that demonstrates knowledge of media and technology skills. -Students will be given the problem of needing to create print and online media in order to promote an upcoming school event. Students will start by evaluating and analyzing various event promotional practices and create a plan for how they will move forward with their event promotion. They will then utilize the design process to create web and print media to promote a school event as well as a plan for the distribution of the media.
Test and quiz questions or essay prompts:	-Evaluate various promotional practices and analyze which would be most effective in promoting the event that your group chose.
Other evidence to be used (e.g., observations, evaluation of work samples, discussion):	-Presentation to class of the media that they created as well as an analysis of its effectiveness. -Feedback from the coach, employee, or event organizer on the effectiveness of the created media and their implementation. -Observation of the effective use of their time and resources.
Student self-assessments:	Upon completion of the project students will be asked to write a self-assessment on their effectiveness within the group, problems that they faced and how they overcame them, and an analysis of their final product.

Objectives

Students will be able to

- analyze various promotional practices and evaluate their effectiveness
- incorporate the design process to create online and web media for the promotion of a school event.

Motivation:

In order for an event to be successful, people need to know about it. Sometimes it can be challenging to inform people about an event that they might be interested in attending due to the massive amounts of media that we encounter every day. So how do we reach an audience when there are so many other things fighting for their attention?

Presentation:

Show examples of effective event promotions, such as as look at how events like Woodstock and Burning Man were promoted, to modern examples such as sporting events and concerts. Show examples of various print and web media used for promoting these events. Then provide students web resources such as <https://www.eventbrite.com/blog/creative-event-promotion-ideas-ds00/> that give tips and ideas on how to successfully promote an event.

Application/Activities:

Students will go through and analyze various practices for event promotions and determine which of the strategies would be appropriate for their event and why. They will write a one page essay on the following prompt: Evaluate various promotional practices and analyze which would be most effective in promoting the event that your group chose.

Upon completion of the essay, students will begin work on the creation of their media. The marketing director will determine the content of the media as well as the various publications and web media that needs to be created and assign these jobs to the remaining team members. The students will then utilize the design process of research, sketching, designing, and receiving feedback on their work to aid in the creation of their media. Finally, students will display and present their promotional media and distribution plan to the class as well as the event organizer.

Materials needed:

Computers, the Adobe Suite, printers, cutting machines.

Assessment/Evaluation:

- Presentation to class of the media that they created as well as an analysis of its effectiveness. Their peers will evaluate their presentation utilizing a rubric to assess the effectiveness of their promotional campaign.
- Feedback from the coach, employee, or event organizer on the effectiveness of the created media and their implementation.
- Observation of the effective use of their time and resources.

Closure/Reflection:

Upon completion of the project students will be asked to write a self-assessment on their effectiveness within the group, problems that they faced and how they overcame them, and an analysis of their final product. Ask the students to explain how what they learned during the project can be applied to their lives and how they might use these practices in the future.