# Lesson Plan

**COURSE TITLE: Name Your Business**                    **LESSON LENGTH: 90 minutes**

**TOPIC Interactive Multimedia Design**

**OVERVIEW: Students will create a business card for themselves. The business card will help others know and remember them. Ideally it should convey a sense of who they are what they do, or their interests.**

**ALABAMA CONTENT STANDARD(S):**

ACOS (IM) #8

**NATIONAL STANDARDS:**

**LEARNING OBJECTIVES:**
**Students will be able to:**
1. **Design a personal business card.**
2. **Appropriately format a business card using Microsoft Word including different fonts, colors, and images.**

**MATERIALS AND EQUIPMENT NEEDED:**
**Paper**
**Overhead projector**

**TECHNOLOGY RESOURCES NEEDED:**
**Computer**
**Printer**
**Microsoft Word**

| CONTENT | INTEGRATED CONTENT CODE | LEARNING ACTIVITIES | RESOURCES | TIME ON TASK |
|---|---|---|---|---|
| Create a personal business card to represent a single facet of who they are. Students will be required to use various fonts, colors, and images. | R, W, CL, ES, | Students will decide what they want their business card to tell others. Then students will make a list on different aspects of their life, and decide on one main factor. Students will decide if they want a serious or light-hearted card. After making these decisions student will begin their design. | Computer Overhead Prj Microsoft Word Printer Paper | 90min |

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|---|---|---|---|---|
|  |  |  |  |  |

# INTEGRATED CONTENT CODES

## BASIC SKILLS

R=READING SKILLS
W=WRITING SKILLS
C=COMMUNICATION SKILLS
SS=SOCIAL STUDIES
M=MATH
S=SCIENCE
IR-INTERPERSONAL RELATIONSHIP SKILLS
CL=COMPUTER LITERACY SKILLS

## PROCESS SKILLS

DM=DECISION MAKING SKILLS
PS=PROBLEM SOLVING SKILLS
CT=CRITICAL THINKING SKILLS

## EMPLOYABILITY

ES=EMPLOABILITY SKILLS
MS=MANAGEMENT SKILLS
WA=WORK ATTITUDES
TW=TEAMWORK

# LEADERSHIP SKILLS

IM=INTEGRATION OF LEADERSHIP
CTSO=CAREER/TECHNICAL STUDENT ORGANIZATION
LD=LEADERSHIP DEVELOPMENT SKILLS

## THE MORE INTEGRATION THE BETTER
### *Integrated Technology*

Name: _____        Teacher: <u>Elisha Wohleb</u>

Date : _____        Title of Work: _____

| | Criteria | | | | Points |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | |
| **Creative Color** | Didn't use any color | Used one color, very bland | Used a lot of color but not appropriately | Used color creatively and appropriately | ____ |
| **Creative Font** | no font change on business card | Few font styles | Several font styles | Used fonts creatively and appropriately | ____ |
| **Creative Images** | No image | Used an image completely out of text of card | Used an image but questionable relevance. | Used appropriate image to help describe themself | ____ |
| **Overall Appearance** | Many mistakes, and hard to read | Some mistakes, and not easy to read | Few mistakes, easy to read | No mistakes, Easy to read | ____ |
| | | | | | ____ |
| | | | | Total----> | ____ |

## Teacher Comments:

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