**Multimedia Advertisements in our Community**

**Goals:**
1. Students will use their knowledge in Productivity Applications and design an advertisement for a local business.
2. Students will determine what Productivity Tool would be most beneficial for their advertisement.
3. Students will talk with local business people to determine what kind of advertisement they need and how to best accomplish that.
4. Students will present their finished advertisement to the local business for use in the community.

**Subject/Grade Level:**
Computer Applications - High School Grade 9

**Standards: (Technology)**

**Standard 1: Nature of Technology** - Students develop an understanding of technology, its characteristics, scope, core concepts* and relationships between technologies and other fields.

**Standard 2: Technology and Society Interaction** - Students recognize interactions among society, the environment and technology, and understand technology's relationship with history. Consideration of these concepts forms a foundation for engaging in responsible and ethical use of technology.

**Standard 3: Technology for Productivity Applications** - Students learn the operations of technology through the usage of technology and productivity tools.

**Classroom time:**
One week of 50 minute class periods

**Materials Needed:**
*Will vary depending on use of multimedia.*
- Computer
- Color Laser Printer
- Microsoft Office Suite (Word, PowerPoint, Publisher, FrontPage)
- Internet Access
- MovieMaker
Process:
1. Students will pair up in groups of 3 or 4. They will be assigned to a local business that has agreed to participate in this project.
2. Groups will go out to said business after school and interview a business man to determine how the advertisement would best serve this business.
3. Group will brainstorm on how they can advertise for said business and what productivity tool would best fit this advertisement.
4. Group will present proposal and outline to Technology Instructor and local business person.
5. Upon approval from teacher and businessman, group will design advertisement for local business
6. Group will present finished advertisement to class and teacher
7. Group will present finished advertisement

Assessment:
Students will give presentation to class and later their local business explaining their advertisement and why they used the productivity tools that they used. They will explain what direction their advertisement is geared towards and why they thought that was the best route.