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| * Section #1-High School Readiness Traits-Directions-**Select 3 of the 7 traits below to discuss.** **Select only 1 option below.**   Possible Artifacts   * **PowerPoint-pictures that demonstrate the traits.** * **Scenarios –create at least 3 short scenarios which will demonstrate the traits.** * **Short story with the character demonstrating at least 3 of the 7 traits.**  1. Integrity- Doing what is right even when no one is looking. 2. Honesty-Telling the truth even if you might get into trouble. 3. Accountability- Owning up to the consequences for the choices you have made (without getting mad or making excuses) 4. Punctuality-Doing things at an agreed upon time. 5. Time Management- the Ability to balance time well, and not waste too much time on a task 6. Organization- The ability to separate things into neat categories. 7. Respect for diversity-Understanding that everyone is different and that’s okay, so you should think about how your actions affect others. |
| * **Section #2-Persuasive Techniques-Select only 1 option.**   **Possible Artifacts**  1.Create a new logo & slogan for a business  2.Upload 3-5 commercials and explanation how the techniques are used.  3.Create a PowerPoint creatively using each technique.  4.Take/upload pictures of your work from previous lessons. Post your commercial advertisement. (Work must be approved by me)  5.Create an advertisement for a new product. Must use at least one technique.  6. You can also come up with your own ideas.  **Persuasive Techniques Vocabulary**   * Logical Appeal-Use of logic, numbers, facts, and data to support an argument. (something that is true or can be proven) * Slogan- a short and striking or memorable phrase used in advertising. * Logo-a symbol or other design adopted by an organization to identify its products * Bandwagon- Makes the appeal that “everyone else is doing it & so should you” * Target Audience- a particular group at which an advertising campaign is aimed * Testimonial- Uses celebrities/public figure to promote a product * Emotional Appeal- Rely on feelings, rather than facts and evidence to persuade viewers |
| * **Section #3-Social Media-Select 1 option.**   **Possible Artifacts**   * **Upload the video of your group’s PSA** * **Take and Upload pics of your classwork around the room** * **Create a social media page.** * **Find 3 videos (YouTube) that discuss 3 of the terms.** * **Create a PowerPoint/Prezi creatively highlighting each word**   **Social Media Vocabulary**   * Cyberbullying- Bullying that takes place using electronic technology such as text messages, emails, social networking sites. * Internet Privacy- Confidential and security level of personal data published via the Internet. * Cyber Safety- Ability to act in a secure and responsible manner on the Internet. These behaviors protect personal information and reputation. * Internet Protocol (IP)- A set of rules governing the format of data sent over the internet or other network. * Password Security- A secret word or phrase that must be used to gain admission to something. |
| * **Section #4-Passion/Career Exploration** * **In this section, you will discuss your future career and the major (Global Services/Creative Studies)you selected.** * **1.Find 1 person in your dream career and write about their life & career path. (3 paragraphs)** * **2. You should upload a video of the person talking about their career or two pictures of the person.** |
| * **Section #5- Usher’s New Look** * **Usher’s New Look-Write 1 paragraph discussing something you learned or can take away from Mr. Brandon’s (Tuesday) lessons.** |