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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.
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| * **Section #2-Persuasive Techniques-Select only 1 option.**

**Possible Artifacts** 1.Create a new logo & slogan for a business2.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
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| * **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.
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| * **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.**
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| * **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.**
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