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| **Date:** | **Subject:**  Middle School General Science | **Intro Unit:**  Digital media tools |

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| **Goal:**  Introduction to digital media tools | **Motivation:**  Students will be given the opportunity to learn various methods of digital media creation. |
| Students will be able to:  Follow multistep procedure  Create the digital media of choice  Communicate their learning | **Essential Questions:**   1. In what ways can digital media enhance your message? 2. What things are important to think about when it comes to creating digital media? 3. How can the skill of creating digital media add to your career goals? |
| **Standards:**  Core Curriculum:   |  |  | | --- | --- | | *ELA/Literacy -* | | | [**RST.6-8.3**](http://www.corestandards.org/ELA-Literacy/RST/6-8) | [Follow precisely a multistep procedure when carrying out experiments, taking measurements, or performing technical tasks.](http://www.corestandards.org/ELA-Literacy/RST/6-8)(MS-PS3-4) | | **Materials:**  *Computers with internet access*  *Multiple instructors to teach each break out session* |

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| **Student Data:**  Students were given a tech survey to assess their skills and interest with the following tools; prezi, blogging, website editing, and video editing. |

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| **Mini Lesson:**  Connection:  Referring to article “Importance of Digital Marketing”: As we read in the blog post about the importance of digital media, people are consuming more and more digital media everyday. Digital media is a way to communicate things faster and more practically. This digital age is here and the ability to create digital media can enhance your success in the real world. We are going to create our own digital media to communicate our learning.  “Importance of digital marketing” is located <http://www.businesszone.co.uk/blogs/tcii/tcii-strategic-and-management-consultants/importance-digital-marketing>. This article has the readability level of 8th grade (read-able.com). If using this article, be sure to discuss with students the reliability concerns on blogs as they tend to be opinion based.  Teaching Point:  The ability to create digital media will enhance the skills needed to succeed in a digital world.  When creating digital media you want to think about:   1. Target audience 2. Privacy 3. Backing up work 4. Plagiarism 5. Reliability of internet sources   Guided Practice/Demo:  Students are given the list of reflection questions that the teacher would like students to answer. (project specific)  Ideas include:   * What was your problem? How did you solve it? * Discuss your experience with the design process. * What did you learn about \_\_\_\_ that was most interesting? * Where is engineering in the real world?   Students will be broken up into groups for a demo of their media creation tool (prezi, blogging, website editing, video editing) Teacher demos tool following steps of “How to do it” Guide.  Students are provided with “How to do it” Guides to begin creating their media. Teacher conferences with students as needed to support their learning needs.  How to do it guides   * Prezi * Blogging * Thimble (Website editing) * Popcorn (video editing)   Students will practice their presentation skills once they have published their media.  Students will complete Digital Media Reflection (see assessment) as they watch their peers presentations |

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| **Tier 1** | **Tier 2** | **Tier 3** |
| Blogging requires no familiarity with computers. | Prezi requires a basic familiarity with computers | Video and Webpage editing requires a basic knowledge of troubleshooting and efficiency due to time restraints. |

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| **Assessment/Wrap-Up:**  During the presentations the students will fill out a Digital Media Assessment for each presentation. This assessment will provide feedback to the presenter as well as the strengths and limitation of each digital tool.  https://docs.google.com/file/d/0B3GjBVDdZ46\_RUxkM3FHVXkxUVE/edit?usp=sharing | **Homework:**  Students are asked to explore these tools at home to determine access. |