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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Business Management and Administration |
| **Course Name** | Business Information Management I |
| **Lesson/Unit Title** | Multimedia Presentations |
| **TEKS Student Expectations** | §130.136. (c) Knowledge and Skills  (12) The student applies presentation management technology. The student is expected to:  (A) identify the guidelines for using graphics, fonts, and special effects in presentations;  (B) analyze the effectiveness of multimedia presentations;  (C) determine the appropriate technology to create and deliver an effective presentation;  (D) save documents in various formats such as template, video, and PDF to share or transport electronically;  (E) deliver an effective presentation; and  (F) use online presentation management technologies to create, edit, transport, and share documents.  (13) The student applies desktop publishing technology. The student is expected to:  (A) identify technologies available for desktop publishing;  (B) identify customary standards and styles of desktop publishing; and  (C) create desktop publications importing text and graphics.  (14) The student uses a variety of software applications. The student is expected to integrate multiple learned software applications to efficiently accomplish workplace tasks. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | Students will be able:   1. The student is expected to identify guidelines for using graphics, fonts, and special effects in presentations. 2. The student is expected to analyze effectiveness of multimedia presentations. |
| **Rationale** | Successful business professions must be able to select a method (mode) of presenting information, create a presentation, and then give the presentation. |
| **Duration of Lesson** | 220-370 minutes |
| **Word Wall/Key Vocabulary**  *(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | * **Formal Presentation-**The act of presenting in a formal manner. * **Informal Presentation-**The act of presenting in an informal manner. * **Informational Presentation-**A presentation created to inform (without opinion). * **Persuasive Presentation-**A presentation crated to persuade (with opinion). * **Instructional Presentation-**A presentation created to provide instruction. * **Target Audience-**A specific group of people within the target market at which a product or the marketingmessage is aimed. * **Peripherals-**A device that is connected to a host computer, but not an integral part of it. * **Logistics-**The management of the flow of resources between the point of origin and the point of consumption to meet requirements…such as materials, equipment, staff, etc. * **Hardware-**The collection of physical elements that comprise a computer system. * **Software-**aka computer programs…the non-tangible component of computers. * **Transitions**-How one slide/frame moves from one to the next slide/frame. * **Animations**-How text and graphics appears on a slide/frame**.** * **WordArt-**A text-styling utility that allows users to create stylized text with various effects like textures, outlines,shadows, etc. * **Shapes**-Objects that can be placed into a presentation to customize a presentation. * **Mode-**Means of transportation. * **Screenshot-**An image created by copying part or all the display on a computer screen at a moment. * **Video-**The visual elements of a television broadcast. * **Audio-**The audio (sound) elements of a television broadcast. * **Proportion-**Proper relation between things or parts. * **Introduction Slide-**Typically the first screen displayed in a presentation. * **Final Slide-**The final slide in a presentation that can provide a summary, a recommendation, or a listing ofsources used. * **Citing-**To quote or refer to. * **Reference-**To furnish or compile a list of references. * **Intellectual Property**-The ownership of ideas and control over the tangible or virtual representation of thoseideas. * **Copyright-**The exclusive right to make copies, license, and otherwise exploit a literary, musical, or artistic work,whether printed, audio, video, etc. * **Infringement-**To violate or break a law, agreement, etc. * **Rubric**-A set of rules of conduct or procedure. * **Hyperlinking-**to link computer screens from a primary screen to a secondary screen or object. |
| **Materials/Specialized Equipment Needed** | |  | | --- | | **Instructional Aids**   * Instructor Computer/Projection Unit * Online Websites listed in the References Section | |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Say** Now that you have learned the basics and terminology of what goes into making a multi-mediapresentation, now is the time for you to put it into practice.  **Say** For this lesson, you will be given a list of guidelines in putting together your presentation. Atthe end of the lesson, you will have successfully put together and presented a multimedia presentation.  **Say** You will be allowed to choose any software you would like to set up and present. Some options mayinclude Microsoft Power Point, Microsoft Photo Story, Microsoft Movie Maker, IMovie, Prezi, etc.  **Say** You can come up with your own topicthat needs to be approved by me.  **Say** I have some examples to show you what is possible with creating a multimedia presentation (Note: It is recommended that Teacher make a PowerPoint/Prezi presentation for the class demonstration). |
| **Direct Instruction \*** | **Submission**  Students will be given a deadline to submit their projects to be graded  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  None |
| **Guided Practice \*** | **Content Gathering, Formatting, Review, and Editing**  Students will be given a select number of days to gather content for their presentations (suggestion=2 days). Once they have gathered and set up their information, they will then be given time to format their presentations (suggestion=2 days), and then be given time to review/compare/edit the requirements/grading rubric with the projects (suggestion=1 day).  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  None |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | None |
| **Lesson Closure** | **Review and Q&A**  Once graded, students will be given an overview of how the project turned out for the class. This is where you can showcase certain presentations. They will be given the opportunity to edit and resubmit, if necessary. You can also have them reflect on their project.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  None |
| **Summative / End of Lesson Assessment \*** | **Informal Assessment**   * Daily checks on the progression of the project. * Project Content Gathering (research) * Project Content Setup (typing in the information) * Project Format * Project Presentation   **Formal Assessment**   * A cumulative score of all informal assessments |
| **References/Resources/**  **Teacher Preparation** | **References**   * [www.dictionary.com](http://www.dictionary.com/) * <http://www.pc.maricopa.edu/departments/library/guides/InterpersonalCommunication.pdf> * Example https://prezi.com/5rnt31gcbmvn/americas-weirdest-laws/?utm\_campaign=share&utm\_medium=copy * [www.prezi.com](http://www.prezi.com/) |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy**  **Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** | * Creating a Multimedia Presentation * Guidelines to Creating a Multimedia Presentation * Rubric for Creating a Multimedia Presentation |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication**  **90 Second Speech Topics** |  |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) |  |
| **Family/Community Connection** |  |
| **CTSO connection(s)** | Business Professionals of America  Future Business Leaders of America |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)