5E Lesson Plan

Teacher: Ayla Campbell

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Subject / grade level: Business Management

Materials:
- Desktop Computer
- Access to Adobe Photoshop and Adobe Illustrator
- Logo quiz link- https://www.sporcle.com/games/g/corplogos

Missouri or National Standards:
- Analyze the importance of marketing in a local, national, and global economy
- Evaluate the use of effective online marketing in a local, national, and global strategy

Lesson objective(s):
- I can demonstrate the importance of marketing in a local, national, and global economy
- I can construct a business logo using Adobe programs as a marketing strategy for an existing or made up business.
- I can evaluate how effective the logo would be for online marketing purposes.

Differentiation strategies to meet diverse learner needs:

- Students with limited motor skills will have the option of verbally describing an appropriate product logo
- Students with limited motor skills will also be provided with the choice of using a foot switch, sip and puff systems, or speech to text software

ENGAGEMENT
- Describe how the teacher will capture students' interest.
- What kind of questions should the students ask themselves after the engagement?

Anticipatory Set-
- As a class, the students will complete a logo quiz.

Link- https://www.sporcle.com/games/g/corplogos

EXPLORATION
- Describe what hands-on/minds-on activities students will be doing.
- List "big idea" conceptual questions the teacher will use to encourage and/or focus students' exploration

After the anticipatory set, the whole class will discuss the importance of logos and why they are used.
Next, the students will get into groups. They will pick an existing logo from the internet and analyze it. During this process, they will answer questions like
1. How do the colors of this logo make me feel?
2. How did the creator use typography to persuade customers?

3. Does the logo include an image? Is the logo image effective?

EXPLANATION
- Student explanations should precede introduction of terms or explanations by the teacher. What questions or techniques will the teacher use to help students connect their exploration to the concept under examination?
- List higher order thinking questions which teachers will use to solicit *student* explanations and help them to justify their explanations.

When they are done analyzing their logos in groups, we will come back together as a class. Each group will share what logo they picked, describe pieces of the logo, and anything else that they found interesting about it. During this time, students should take notes on what different logos can achieve and look like.

ELABORATION
- Describe how students will develop a more sophisticated understanding of the concept.
- What vocabulary will be introduced and how will it connect to students' observations?
- How is this knowledge applied in our daily lives?

Once every group has finished sharing, each student will be required to come up with a logo that they want to create for an existing or made-up company. During this stage, they should be brainstorming information like:
1. Will I include an image in my logo? What will it be?
2. What colors do I want to use? How are these colors supposed to make my customers feel?
3. What font types and sizes will I use?
4. How do I want to place words in relation to images in my logo?

EVALUATION
- How will students demonstrate that they have achieved the lesson objective?
- This should be embedded throughout the lesson as well as at the end of the lesson

The students will create their own logos for an existing or made-up company using Adobe software programs.