

Read Chapter 7



Re-read chapter 7 and stop for discussion:

Assessments:

Classroom Observations

[Pickers questions](#)

Pitch Your Passion Lesson Plan

Overview

CS First teaches computer science (CS) concepts through instructional videos that show students how to make projects in *Scratch for CS First*. In this coding lesson, students create a project about an issue or cause they care about. This lesson plan is designed to help you teach students how to communicate their passion through code. Access the lesson at g.co/csfirst/pitch.



Tip: This lesson is an enhancement to incorporate CS into your existing english language arts, reading, social studies or technology curriculum. Use this lesson as is, or make a copy and modify it.

Lesson details

In Pitch Your Passion, students think about an idea, activity, item, or cause they feel strongly about. It could be about reducing litter, why it's important to play sports, or why dragons should wear seat belts when flying. Then they use code to create a project that persuades other people to care about the topic.

Students become empowered to make decisions and gain confidence when they can effectively relay their message to others. This critical skill of civic engagement helps students learn and get comfortable advocating for things they care about. They grow into leaders as they build a sense of compassion, confidence and pride. This example project bit.ly/NYSDEExample1 shows what a student can create if they complete all of the add-ons in the Pitch Your Passion lesson.

Students can also complete a follow-up lesson where they conduct research on a topic of interest and use code to make a compelling case for why people should care about their topic by creating a Public Service Announcement (PSA). In **Public Service Announcement** ([click here](#)), students learn how to **educate and motivate** people about an issue using more research and structure.

The **Pitch Your Passion lesson** was designed for students in grades 3 through 5, and can be adapted for many different ages and audiences. It takes approximately one hour.

The [Public Service Announcement \(PSA\)](#) lesson was designed for students in 6th grade or older (or for students with more coding experience), and can be adapted for many different ages and audiences. It also takes approximately one hour.



Tip: You can choose to do the **Pitch Your Passion lesson**, the **Public Service Announcement (PSA) lesson** or both, depending on your students' interests, age and time allotted. Split this lesson between morning and afternoon, different days, or complete it in one sitting. Younger students and those new to coding may need more time.

Learning Objectives

By selecting add-on videos that present coding challenges, students will:

- Create an **animated project** that emphasizes an interest or issue they want others to care about.
- Use **event** blocks (like “when this sprite clicked”) to trigger a series of code.
- **Sequence** at least 3 “say” blocks to tell others about the issue or cause.
- Use **motion** blocks (like “glide to X Y”) and **sounds** to get their audience’s attention.
- Use **conditional statements** (like “if-then else”) to engage with the audience

CS Topics Covered

- [Parallelism](#): The process of events happening at the same time, either independently or interdependently.
- [Debugging](#): The process of identifying and fixing error(s) in a program when it is not functioning as expected.
- [Control structures](#): Sections of code that order the direction or flow of how a program functions. The control structure in this lesson is focused on loops.
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Standards addressed

This lesson can be adapted for many different language arts, reading, social studies and technology classes. Refer to these standards in choosing how to adapt the lesson to your class.

ELA Anchor Standard - [CCSS.ELA-LITERACY.CCRA.W.3](#)

Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details

and well-structured event sequences.

ELA Anchor Standard - [CCSS.ELA-LITERACY.CCRA.SL.4](#)

Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience..

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Grade 3 CCSS.ELA-LITERACY.W.3.1	Write opinion pieces on topics or texts, supporting a point of view with reasons.
Grade 4 CCSS.ELA-LITERACY.W.4.2	Write informative/explanatory texts to examine a topic and convey ideas and information clearly.
Grade 5 CCSS.ELA-LITERACY.SL.5.4	Report on a topic or text or present an opinion, sequencing ideas logically and using appropriate facts and relevant, descriptive details to support main ideas or themes; speak clearly at an understandable pace.
CSTA 1B-AP-10	Create programs that include sequences, events, loops, and conditionals.
CSTA 1B-AP-11	Decompose problems into smaller, manageable subproblems to facilitate the program development process.

Materials

The unit can be completed online or offline, but both options require access to a computer.

Online Version	Offline Version
Student computers with internet access (recommend 1 per student or group of 2-3)* CS First website: g.co/csfirst/NYSDpitch	Student computers with Scratch Desktop installed (recommend 1 per student or group of 2-3) Activity Cards (click here)
Shared Materials: Teacher computer and a projector (optional for both lessons) Student completion certificates: 1 certificate per student (optional for both lessons) Student Public Service Announcement worksheets (needed for the Optional Follow-Up lesson) Headphones: 1 headphone per student (optional for both lessons)	



Tip: Don't have enough computers or headphones? Review the CS First Starter Guide for additional workarounds.

Setup (Online)

1. If you are using the offline version for this lesson, follow the corresponding setup steps.
2. Set up your classroom to ensure videos (with sound) can be played for your entire class.
3. Share the unique lesson link or class code, which you can find under your classes from your CS First teacher account.
4. Read the “Lesson Introduction” aloud and present an Example Project (bit.ly/NYSDEExample1).



Tip: The projects of students in your class are automatically shared with your teacher account.

Setup (Offline)

1. If you are using the offline version for this lesson, follow the corresponding set-up steps.
2. Download the Scratch Desktop from <https://scratch.mit.edu/download> (Available on PC and Mac)
3. Print the [cards](#) and put them in a place where the kids can pick a card with a coding challenge.
4. Download all the lesson videos in bulk from g.co/csfirst/pitch-videos.

Procedure (Online and Offline)

Lesson Introduction: Review lesson objectives (7 minutes)

1. Introduce the lesson:
 - a. [say] In this lesson, you will “*Pitch Your Passion*.” You’ll select a topic or issue that is important to you and use code to create your project.
 - i. First, you’ll choose a topic.
 - ii. Then, pick a place or an action that you care a lot about and that you want other people to care about, too.
 - b. [say] It could be about a place you want to help and protect, a group or organization, or other issues like online safety or being healthy.
 - c. [ask] What’s a topic or issue you want to share with others? Why is this issue important to you? How can you encourage others to care about a cause you are passionate about?
 - d. [say] Examples can range from caring about the environment, a sport, a hobby like music or cooking, or doing something for your community.

2. Before computer time, consider using a pre-writing activity where students plan out the main takeaways they want others to understand about their idea or cause.

[Optional] Pre-writing activity

1. **Watch a Public Service Announcement:** Show a few of the following Scratch or YouTube examples to the group:
 - a. Scratch Projects:
 - i. *Adopt don't shop* by jeilanii (bit.ly/NYSDPSA1)
 - ii. *Halloween Culture ≠ Costume* by amee- (bit.ly/NYSDPSA2)
 - iii. *Clean water* by Echostrike (bit.ly/NYSDPSA3)
 - iv. *Google is not a source* by DaMan56100 (bit.ly/NYSDPSA4)
 - b. Videos:
 - i. Award Winning Anti-Smoking Commercial (bit.ly/NYSDPSA5)
 - ii. Hearing Loss PSA Challenge Videos (bit.ly/NYSDPSA6)
2. **Discuss:** The projects and videos we just watched are called “public service announcements,” or PSAs. A PSA is a message that raises awareness about a topic or social issue and motivates people to take positive action for that cause. As you think about an idea or cause you feel strongly about, let’s consider the following questions:
 - a. Who was the intended audience of each PSA?
 - b. What did the creators use to communicate their message?
 - c. Were you persuaded? Why or why not?
3. **Choose your own idea or cause:** Select a topic or issue that is important to you. Using the internet and/or other resources available (e.g. newspapers, books, other people), research your topic to learn more about it.
4. **Plan:** Create an animated project that explains the problem or advocates for the idea.
 - a. Think about how you would explain your idea or cause.
 - i. What words could you use to convey your message or goal?
 - ii. Is there a catchy phrase or slogan you can use?

Transition to CS First: Start coding (45 minutes)

1. Present the Pitch Your Passion introduction video to the entire class (g.co/csfirst/pitch).
2. Navigate students to the Pitch Your Passion lesson.
3. Reiterate the video instructions:
 - a. Open the Starter Project.
 - b. Add a new sprite.
 - c. Program your sprite to speak using “Say for 2 seconds” blocks and a “when flag clicked” event.
 - d. Select add-on videos to continue your animated Pitch.
4. Release students to work. While they’re working:
 - a. Check that students are on-task.

- i. Online - Students should have two tabs open (CS First videos and *Scratch for CS First*). Look for signs that students might not know what to do, like adding a lot of sprites or dragging out a lot of unrelated blocks.
 - ii. Offline - Encourage students to rotate and pick up cards with other coding challenges.
- b. Talk with students one-on-one about their Pitch Your Passion projects. Ask open-ended questions to get everyone thinking about topics they're passionate about.

Wrap-up: Reflect on the lesson and CS concepts practiced (8 minutes)

Pair students and ask them to review their partner's project. Answer the following questions (either in writing or whole-class).

a. Partner Questions:

- What information did you find in your partner's project that surprised you?
- How were the facts different from what you expected?
- What do you think causes this problem or issue?
- What facts did your partner have to back up their explanation?


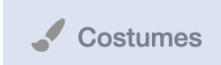



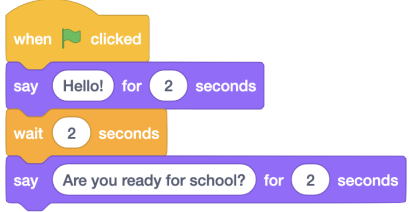
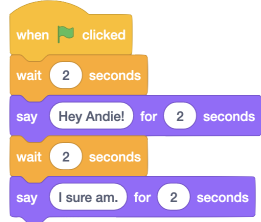
b. Individual Student Questions:

- What topic did you pitch in your program? What inspired you to make it?
- Have you done any research about this topic before?
- If you had more time, what would you add to your project? How would you do it?
- What was your favorite part of this lesson?
- Why do you think others will be convinced to care about your project?
- What did you learn about coding?
- What was the most challenging part of this lesson?

Common Needs

Refer to this guide when helping students on their projects. For additional resources, check out the Scratch Wiki, including the [Scratch Secrets](#) and [Hidden Features](#) articles.

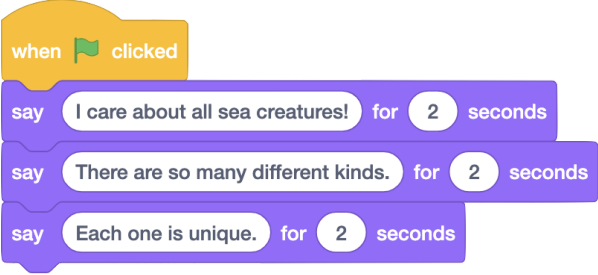
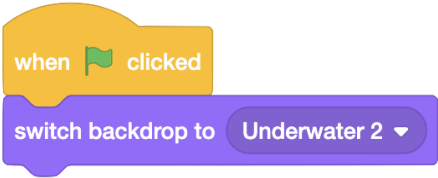
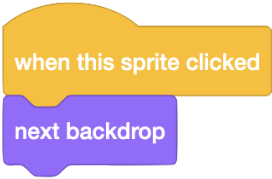
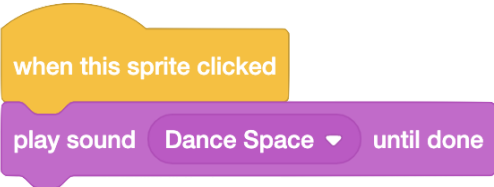
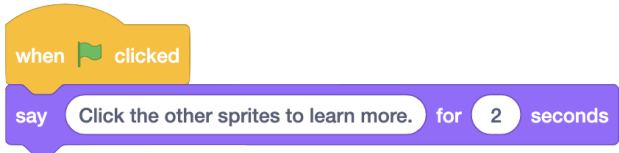
I want to...	How to
Restore a deleted sprite	Click Edit -> Restore Sprite
Restore deleted code	Right click -> Undo
Flip the direction of sprite	

	<div>Select sprite -> </div> <div>Costumes tab -> </div> <div>Select tool -> </div> <div>Flip Horizontal </div>
Change size of sprite	<div>Select sprite -> </div> <div>Change size Size <input type="text" value="100"/></div>
Sequencing code with “wait” blocks	<div>Main Character (i.e. Andie) </div> <div>Secondary Character </div>

Add-on Solution Guide

Refer to this guide to see example code for each video. These solutions represent one way to solve a problem. Students may find their own unique solutions.

Introduction to Pitch Your Passion	Speak Out
No code.	<div>Pick a character and add code to show what they care about.</div> <div>Main Character</div>

	
Change Scene	Add Sound Effects
<p>Add different settings (or backdrops) to set the scene.</p> <p>Main Character</p>  	<p>Use play sound blocks to add sound.</p> <p>New Character</p> 
Include Supporters	Move Around
<p>Add sprites as “supporters” to inspire, motivate, or excite the audience.</p> <p>Main Character</p> 	<p>Move sprites, characters or objects around the stage.</p> <p>Any Sprite</p>

<p>New Character</p> <pre> when this sprite clicked say Some sea creatures have lots of arms like me! for 2 seconds say Some have tentacles or fins! for 2 seconds </pre>	<pre> when green flag clicked go to x: 118 y: -77 when this sprite clicked repeat 10 glide 2 secs to x: 118 y: 71 glide 2 secs to x: 115 y: -43 </pre>
<p>Question & Answer</p>	<p>Add a Title</p>
<p>Program a question to the audience, and make something happen based on their response.</p> <p>Any Sprite</p> <pre> when green flag clicked ask Do you like animals that live in the sea? and wait if answer = yes then say They're really cool! for 2 seconds play sound Magic Spell until done else say That's ok. for 2 seconds say We all like different things. for 2 seconds next backdrop </pre>	<p>Start the program with a title page that describes an interest and gets others excited about learning more.</p> <p>Title Sprite</p> <pre> when green flag clicked set ghost effect to 0 wait 1 seconds repeat 10 change ghost effect by 10 </pre>

Add-on Solution Guide - continued

Change Costumes	Make Some Noise
<p>Animate characters by changing their appearance.</p> <p>Any Sprite (with multiple costumes)</p>	<p>Surprise your audience by creating a beat.</p> <p>Any Sprite</p>

