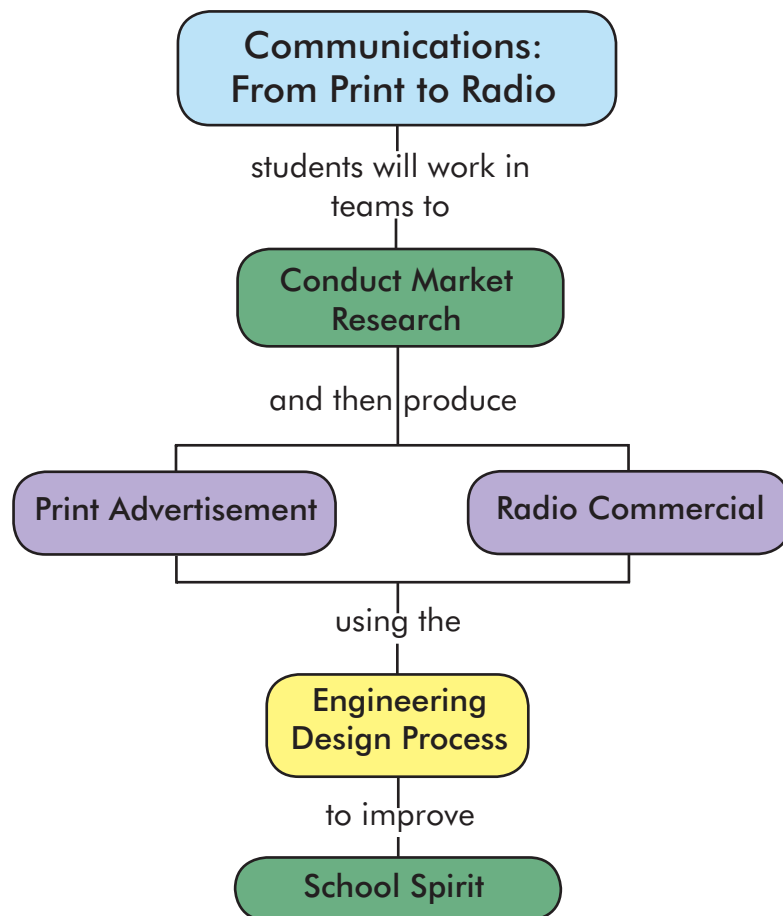


Communications: From Print to Radio

This unit integrates the study of technology, science, and mathematics through design and development of commercials in both print and audio formats.



Conducting the Unit

The unit is divided into five major topics. Each topic varies in length and scope depending on the schedule and length of teaching time. A suggested time allotment is provided for each unit.

Topic I: Advertising For Identity (1 - 1 1/2 hours)

1. Divide the students into teams of three to four. Each team will be an advertising firm. You can assign groups, have students choose their own teammates, or have them draw numbers to create teams.
2. Pass out the advertising firm scenario on the Advertising News sheet (page 32).
3. Read and discuss the scenario to the class as a whole group.
4. Discuss design considerations for logos. (See *Background for the Teacher* for more information.) The logo will represent each team.
5. Have the teams brainstorm and record potential team names. These can be recorded in a design journal or just on graph paper.
6. Have each student
 - a. Use the *Company Name and Logo* worksheet to develop two suggested logos, company names, and motto for his or her advertising company (pages 33-34 "Identify a Challenge").
 - b. Present ideas to the company members.
7. Have each group select a name, logo, and motto for its company. This may involve combining two or more ideas. They should then give a short presentation to the class about their advertising firm's chosen name, motto, and logo.



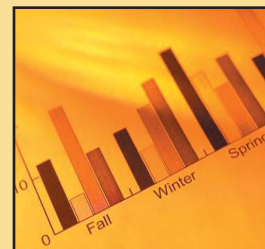
Teacher's Guide to the Unit

- Topic 1: Advertising for Identity
- Topic 2: Surveying the Market
- Topic 3: Designing a T-shirt
- Topic 4: Media Advertising
- Topic 5: Presenting Solutions

Notes:

Topic II: Surveying the Market (2-3 hours)

1. Have each firm develop and conduct market research to find out what their classmates' and teacher's favorite colors and shapes are and compile the data on a chart or graph.
2. Give each student the *Market Research* worksheet (page 36 "Plan and Develop") and have them create four multiple-choice questions about favorite colors, shapes, music, celebrities, etc. Remind them that these questions will guide their school spirit designs.
3. Have each group select seven questions developed by its members and write or type the questions for their market survey.
4. If possible, have them interview students in another class or the entire school to gain answers to their questions. This could also be done through email or by posting the questions on a Web site.

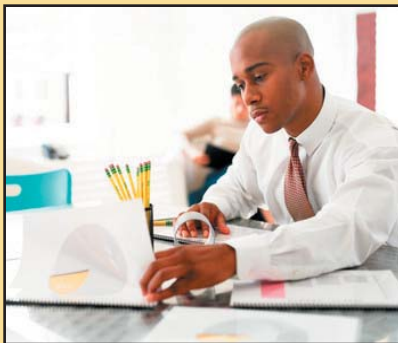




The Advertising News

The Scenario

There is a need to increase school spirit at your school. You are part of an advertising company that is competing for the contract to develop school spirit promotional media. You will need to organize your advertising firm and develop its name, logo, and motto. Over the next several days your company must create a variety of school spirit promotional materials and present them for review and approval.



The Challenge

- (1) Develop and complete a market research study to find out the favorite colors, designs, and interests of selected students and teachers. The data should be compiled on a chart or graph.
- (2) Design and make a school T-shirt.
- (3) Write, produce, and record radio commercials about the school.

Public Service Advertising Makes a Difference

The Ad Council is a private, nonprofit organization that produces, distributes and promotes thousands of public service campaigns on behalf of nonprofit organizations and government agencies. For more than 60 years, the Ad Council has helped create some of our country's most memorable characters and slogans, such as Smoky Bear's: *Only You Can Prevent Forest Fires*, The Crash Test Dummies: *You Could Learn A Lot From a Dummy*, McGruff the Crime Dog's: *Take A Bite Out of Crime*, and *A Mind is a Terrible Thing To Waste*, and *Friends Don't Let Friends Drive Drunk*.

ad·ver·tise·ment: A sponsored notice of goods, services, or ideas designed to attract public attention using any medium of public communication.

Historical Milestones in Advertising

1841 - Volney B. Palmer opens the first American advertising agency, in Philadelphia.

1856 - Robert Bonner is the first to run a full-page ad in a paper, advertising his own literary paper, the *New York Ledger*.

1867 - Lord & Taylor is the first company to use double-column advertising in newspapers.

1860s - Advertising begins to appear in nationally distributed monthly magazines.

1879 - John Wanamaker places the first whole-page newspaper advertisement by an American department store.

1894 - The R. C. Maxwell Company, the oldest existing outdoor advertising company in America, is created.

1896 - Full color lithographic advertising prints are sent directly from specialty printers to magazine publishers, who bind them into magazines.

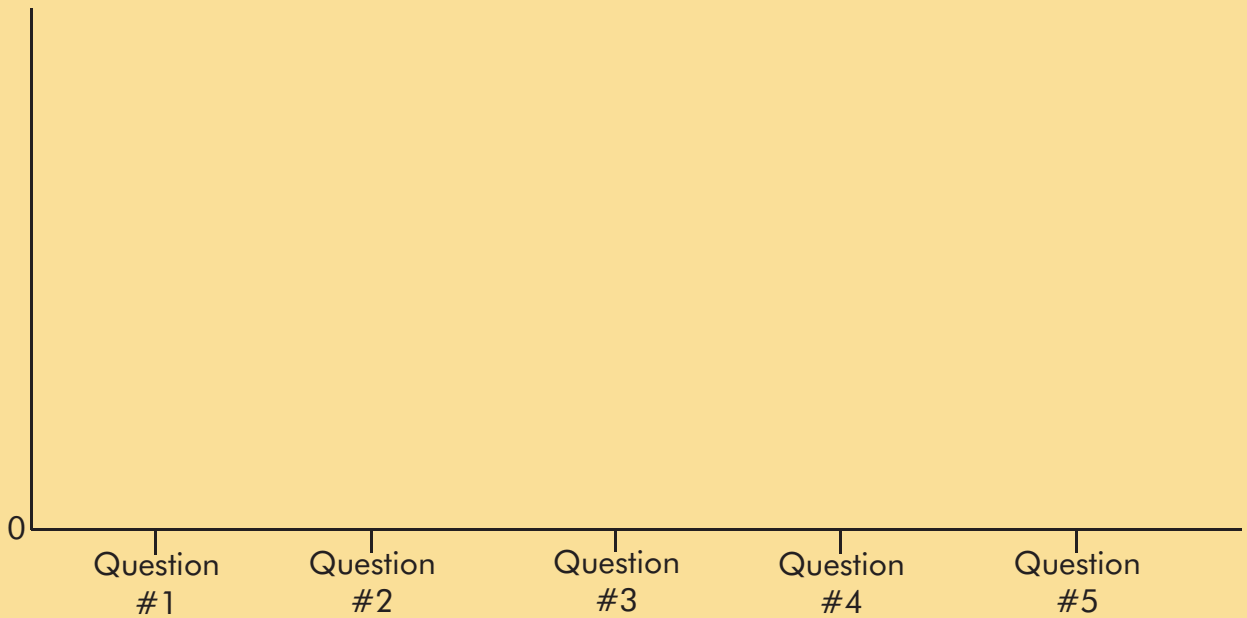


Plan & Develop



Record the results of the survey in the space below and then make a bar graph to represent the data. Summarize the results.

Bar Graph



Summary
