



Goal 7: Objective 1: The student will develop products that communicate expertise in multiple fields and disciplines to a variety of authentic audiences.

AUDIENCE RECOGNITION

KNOW: "I would like to present this to a person from the water treatment plant because..."

UNDERSTAND: "I know you have background and expertise in chlorinating water, but you may or may not be aware of the dental effects this has on children."

PERFORM: "I have decided to spend more time on the technical aspects of this with this group since you seem to be more interested in that than in the philosophy behind the theory."

ACCOMPLISH: "I can see from your looks that you have lingering questions about my data collection processes. I would like to walk you through those steps in greater detail."

COMMUNICATION

KNOW: "I have created and practiced my persuasive speech after doing my research."

UNDERSTAND: "As you can see from this graph, the increase climbs steadily over time."

PERFORM: "This is a serious concern and I am here to present alarming evidence to you using my talents of I-Movie."

ACCOMPLISH: "I changed the way I shared this information from using a graph to using a video clip to maintain interest and convey my appreciation for animation."

ADVANCED PRESENTATION

KNOW: "By completing a data analysis comparing the slopes of gains and the slopes of error, one can get a true understanding of the conditions related to the crisis."

UNDERSTAND: "I chose to present this information in the form of bar graphs for you to be able to get an idea of the situation rather than exact numbers which would be less relevant to you."

PERFORM: "I think I was effective in conveying my message by using both the video followed by the hard data shown in the graphs to make my point."

ACCOMPLISH: "I was able to redesign the presentation so that students would be able to understand it since my goal is to have them share the information with their families."

PROBLEM SOLVING

KNOW: "I made this infomercial to show why I think knee and elbow pads should be required for skateboarding."

UNDERSTAND: "By appealing to the thrill of speed and risk, I was able to make my movie one that caught teenagers attention and get them to listen to my message."

PERFORM: "I knew that teenagers think helmets are un-cool so I added the marketing piece for the new vogue helmets before they could argue about it."

ACCOMPLISH: "Since I know many people are not in favor of mandating seatbelts with the law, I will give you the reasons why this is not a matter of personal freedoms."

Goal 7: Objective 2: The student will create products that synthesize information from multiple sources illustrating solutions to real-life problems.

INVENTIVE THINKING

KNOW: "I was able to combine a pen and a jump drive memory stick to create one object that serves both purposes."

UNDERSTAND: "Recognizing the need for a more portable device, I first examined what already existed and then created this new model."

PERFORM: "Because I was concerned about the amount of water waste in commercial industry, I researched methods of recycling and methods within the fields of chemistry and meteorology to develop my new product."

ACCOMPLISH: "Because I was concerned about the amount of water waste in commercial industry, I researched methods of recycling and methods within the fields of chemistry and meteorology to develop my new product which can be used in both water conservation and soil conservation."

METAPHORICAL PROMOTION

KNOW: "I took what the FDA was saying along with the health experts to create this advertisement for healthier eating."

UNDERSTAND: "After I discovered the multiple ways of conserving water, I surveyed people from around the world and came to realize the value put on water is very different across cultures. Therefore, I created different products for the different values of the cultures."

PERFORM: "I am thinking that if the values of water conservation differ so dramatically across cultures and around the world, I believe that food consumption and waste may have similar patterns."

ACCOMPLISH: "I think that the value a culture has to water conservation, is directly related to the culture's value on health and medicine."

PRAXIS

KNOW: "I have several options or solutions to that problem."

UNDERSTAND: "After looking at my possible solutions, and looking at the problem from several angles, I have created a solution I now believe to be the best choice."

PERFORM: "After looking at my possible solutions, and looking at the problem from several angles, I have created a solution I now believe to be the best choice and I think it will work for the architecture as well as the interior design."

ACCOMPLISH: "I can give you research to support my theory and, by comparing it to other disciplines, can show you why I think it will work."