**Welcome!** This Integrated Technology class will teach how to become a good digital citizen, manage a business, and market a business.

**Real World Challenges:**

**Unit 1 - Being a Digital Native**: Understanding the importance of digital mistakes today could do lasting damage to one's reputation, therefore it is essential to educate digital natives on creating positive digital footprints. Research, design, and present a PSA on an aspect of being a good/positive digital citizen.

**Unit 2 – Business Impossible**: A distant relative has decided to retire and has handed down their small business. Unfortunately, the business is in debt and is close to going out of business. Students will create a financial plan to save the business from going out of business.

**Unit 3 – Market Launch**: Students, as media marketing specialists, are challenged with providing creative input to develop, execute, and create a marketing strategy for a new company launch party. Produce and deliver cohesive marketing materials for a new company launch.

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| UNIT 1 Being a Digital Native | | |
| Lesson | Essential Questions | To Do |
| Unit 1 Lesson 1 | · What is a digital footprint, and what does yours convey?  · How does your online activity effect your digital footprint?  · How do I engage in positive, safe, legal, and ethical behavior when using technology? | * Create a Digital Footprint * Technology Inventory Survey |
| U1L2 | · What are your personal media habits, and how much time do you spend with different forms of media?  · What is communication? Why is effective communication important? | * Digital Survey on Privacy * Professional Email and Attachment |
| U1L3 | · What is the place of digital media in our lives?  · What are the outcomes of presenting yourself in different ways online?  · What are the important aspects of one’s digital portfolio? | * Create a Farcebook Profile * Create an IT Notebook in OneNote |
| U1L4 | · How do you use technology applications to effectively convey information? | * Leave feedback, questions, and positive comments on a Classmate’s profile wall |
| U1L5 | · How do you use technology applications to effectively organize information?  · In what ways is communication collaborative? | * Research a State Law on Cyberbullying * Post on the Collaboration Space in OneNote |
| U1L6 | · How do effective communicators adjust their delivery techniques for purpose, audience, and occasion? | * View PSAs |
| U1L7 | · When can you trust what you find on the internet?  · How can I effectively use the Internet to gather a variety of research from valid/reliable sources? | * Research PSA topic using CBSD Databases |
| U1L8 | · How do you choose the appropriate platform and tools for meeting your desired outcome? | * Create a sample Movie using Movie Maker |
| U1L9 | · What makes a good contributor?  · What makes a good listener? | * Create a script for PSA * Start filming PSA * Save “project” in MM |
| U1L10 | · How are PSAs an effective communication tool? | * Continue filming PSA * Save “movie” in MM |
| U1L11 | · What rights do you have as a creator?  · What responsibilities do you have to respect others' creative work? | * Present PSA to class * Create a Work Cited Page using MLA format |
| U1L12 | · What media will best enhance a presentation? | * Complete Unit 1 Reflection |

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| Unit 2 Business Impossible | | |
| Lesson | Essential Questions | To Do |
| U2L1 | · When can you trust what you find on the internet?  · What is the place of digital media in our lives?  · How do I engage in positive, safe, legal, and ethical behavior when using technology? | * Phishing Activity * Post on a Padlet Discussion about disclosing personal information |
| U2L2 | · How do you choose the appropriate platform and tools for meeting your desired outcome? | * Successful vs Unsuccessful Business List * Strengths and weaknesses of inherited business |
| U2L3 | · What is communication?  · Why is effective communication important?  · How do effective communicators adjust their delivery techniques for purpose, audience, and occasion? | * Create a MS Survey form for Business |
| U2L4 | · What is data, and why is it important?  · How is data collected and analyzed for diverse purposes? | * Add Survey link to Collaboration Space in OneNote * Take classmates’ surveys * Download data into Excel |
| U2L5 | · How can you use Excel to manipulate data? | * Interact with Spreadsheet example (Fantasy Football) * Solve math problems from example (F1) |
| U2L6 | · How can you manipulate cells in Excel? | * Practice Excel menu bar * Excel Battleship |
| U2L7 | · How can Excel formulas help organize data? | * Practice Intermediate Excel skills (Excel 101) |
| U2L8 | · How does one manage information and utilize technology effectively? | * Advanced Excel skills (Excel 102) * Excel Escape (Amazing Race) * HW: Study for quiz! |
| U2L9 | · Why do we use Excel to calculate financial budgets? | * Excel Quiz |
| U2L10 | · How do you use technology applications to effectively organize information? | * Journal template in Word * Financial Plan in Excel |
| U2L11 | · In what ways is communication collaborative?  · What makes a good contributor?  · What makes a good listener?  · How do you use technology applications to effectively convey information? | * Present Businesses and Financial Plans to class * Evaluate classmates’ business |
| U2L12 | · What are the important aspects of one’s digital portfolio? | * Mad Libs reflection in Excel |

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| Unit 3 Market Launch | | |
| Lesson | Essential Questions | To Do |
| U3L1 | · How can you collaborate with other business leaders to create one business?  · What are strategies for managing conflict within a work team? | * Merge businesses |
| U3L2 | · What rights do you have as a creator?  · What responsibilities do you have to respect others' creative work? | * Henry’s Story * Reflection on Digital Citizenship |
| U3L3 & L4 | · What is communication? | * Mail Merge address labels |
| U3L5 | · How do you use technology applications to effectively organize information? | * MS Publisher templates |
| U3L6 | · Why is effective communication important?  · How does one manage information and utilize technology effectively? | * Compare 4 P’s of Marketing * Website Marketing Mix |
| U3L7 & L8 | · How do effective communicators adjust their delivery techniques for purpose, audience, and occasion? | * Create a Launch Party Invite * Peer Edit * Reflection on Design of the Invite |
| U3L9 | · How do you choose the appropriate platform and tools for meeting your desired outcome? | * What’s an Infographic? * Canva/Piktochart tutorials |
| U3L10 & L11 | · What media will best enhance a presentation? | * Create an Infographic to advertise for business |
| U3L12 | · In what ways is communication collaborative? | * Infographic Conference and Reflection |
| U3L13 & L14 | · What aspects does a successful business include in their marketing technique? | * Present Marketing Strategy using 4 corners activity * Vote for CLIO Award? |

**“If it doesn’t challenge you, it doesn’t change you.” -Fred Devito**

**Grading Policies**

**GRADES:**

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| **100-93% A**  **92-90% A-** | **89-87% B+**  **86-83% B**  **82-80% B-** | **79-77% C+**  **76-73% C**  **72-70% C-** | **69-67% D+**  **66-63% D**  **62-60% D-**  **>60% F** |

**TOTAL POINTS PER UNIT:**

Unit 1 – 205 pts Unit 2 – 240 pts Unit 3 – 195 pts

**INFINITE CAMPUS:**

Integrated Technology assignment grades will be posted on Infinite Campus for students and parents to view throughout the school year. Please check IC at least once a week to monitor progress in the class. Missing assignments will be marked as a “0” until the assignment is submitted.

**CANVAS:**

Many assignments will be submitted via the Canvas course. Canvas automatically calculates assignments in the Canvas gradebook. Average grades in Canvas may not be accurate, as all Integrated Tech assignments will not be added to the Canvas gradebook. Students are welcome to view their grades in Canvas for an individual assignment, but should review final averages in Infinite Campus.

**RUBRICS**:

Most projects will be graded against a rubric or checklist. Students should strive for the maximum amount of points and work to the best of their ability.

**FEEDBACK**:

An essential element to learning is feedback. Students will receive feedback on assignments, projects, tests, etc. Feedback is a useful tool to determine the positive aspects and provide guidance.

**“Your attendance ups your chances of being successful!” – Tyra Banks**

**Attendance**

**DAILY ATTENDANCE:**

Students will have Integrated Technology every other day for one semester. Attendance is expected and encouraged.

**ABSENCES**:

Students need to make up the work that was missed. Students will have until the next Integrated Technology class to make up any missed work without penalty.

**LATENESS:**

Assignments turned in after the due date will result in lost points.

**Supplies**

**HEADPHONES**:

All students will need to a pair of headphones. Please bring a pair each day to class.

**FOLDER:**

Although most items and assignments will be digital, students should still bring a folder dedicated to Integrated Technology.