Unit 8 Marketing and Storytelling

Content Area: **Business**
Course(s): **Foundations of Creative Design**
Time Period: **Semester 2**
Length: **3-4 Weeks**
Status: **Published**

Standards

	Media arts use a variety of sources such as imagination and creative processes to inspire and transform concepts and ideas into artistic expression.
1.2.12prof.Cr1a	Formulate multiple ideas using generative methods to develop artistic goals and solve problems in media arts creation processes.
1.2.12prof.Cr1c	Critique plans, prototypes and production processes considering purposeful and expressive intent.
1.2.12prof.Cr1d	Apply aesthetic criteria in developing, refining and proposing media arts artwork.
1.2.12prof.Cn10	Synthesizing and relating knowledge and personal experiences to create products.
SL.UM.9–10.5	Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance findings, reasoning, and evidence and to add interest.

Enduring Understandings

- Storytelling makes ideas persuasive and memorable.
- A good pitch blends logic, emotion, and clarity.
- Marketing connects a product to its intended audience.

Essential Questions

- What makes a product pitch compelling?
- How can visual storytelling support my design?
- How do I communicate value clearly and confidently?

Knowledge and Skills

- Craft and rehearse an elevator pitch
- Analyze examples of successful storytelling and campaigns
- Develop a basic marketing strategy for the product
- Create visual marketing materials
- Present in a mock "Shark Tank" and revise based on critiques

Transfer Goals

- Students will use marketing and storytelling to promote ideas in any discipline.
- students will apply visual and verbal communication strategies in future public speaking and presentations.