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| Standard | **TECH.8.1.12.B.CS1** - [Content Statement] - Apply existing knowledge to generate new ideas, products, or processes. |
| Unit | Marketing & Promotions |
| 4  Exceeded Standard | The Students will be able to:  Design an entire product from concept to logo, packaging, advertising and promotions. Concept and design is carried out thoroughly from piece to piece and creates one cohesive package. |
| 3  Reached the Standard | The students will be able to:  Design an entire product from concept to logo, packaging, advertising and promotions. |
| 2  Daily Targets | The students will be able to approach the target goal by:   1. Create a press release for the product. 2. How can we get the word out about your new product. 3. Create a promotional card or brochure. 4. What would a potential buyer want to know about your product? 5. Create an advertisement. 6. Learn what makes good or bad advertising. 7. Design a business card with appropriate information. 8. Determine what type of information goes on a business card. 9. Create the packaging for the product. 10. Learn what makes a good package and what a designer needs to consider when developing the package. 11. Design a logo for the company. 12. Learn what makes a good logo. |
| 1 | With some help, the student has partial success with the unit content |
| 0 | Even with help, the student does not understand the content and cannot complete the tasks defined in the unit. |