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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 |
| 4Exceeded 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. |
| 3Reached the Standard | The students will be able to:Design an entire product from concept to logo, packaging, advertising and promotions. |
| 2Daily 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.
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|  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. |