

Personal Planner for Presidential Ads Project Name _____

Use these steps to help you plan your individual part of the Presidential Ads Project. Use it as a sense of direction. Feel free to add your own unique, creative elements. Remember: You're the teacher! Your group presentation should be 15-20 minutes in length. So 15 min. ÷ 3 people = 5 min.

1. State the lesson objective: (See the Objective and Assessment sections on the livingroomcandidate and use those.) Suggestion: Finish this sentence...

"When I'm finished teaching my section of this lesson, the class will have learned _____
_____."

2. Lesson:

A. Video ad. Determine what video ad you will use for your section of the presentation.

B. Method of presentation: Determine how you want to present your information. Consider, which, if any of the following, you want to do.

- Lecture + video ad
- PowerPoint + video ad
- Shared presentation with another group member (Ex: comparison/contrast or pro/con)
- Panel discussion (entire group simultaneously presents)
- Dramatization: (Ex: Be a group of ad men trying to sell your ad to a candidate or a political action group trying to brainstorm how to fight an ad, etc. etc. etc.)
- Other? Come up with your own plan _____

C. Content: Figure out what questions and/or key ideas you need to teach. Feel free to use the questions already in the lesson. They are good ones. Feel free to add your own also.

Question:

How I will answer question:

Question:

How I will answer question:

Question:

How I will answer question:

3. Activity: Do you want the class to engage in any activities during your presentation? Consider one or more of the following

- Watch the video ad
- Answer questions I ask
- Take a quiz or a survey
- Other? Describe _____

4. Summation: Restate your lesson objective and/or key ideas at end to reinforce your students.

5. Conclusion or Transition:

- Provide a transition to the next speaker in your group. OR
- Make a concluding statement for your group.