

Design Template

Activity Name: Nano Product Advertisement Date:6/19/08

Design Team:Jill Fisher/Katherine Thornberry

Content Goals:

Apply science knowledge to real life applications in consumer products and advertising

Attitudinal Goals:

Increase interest in/enthusiasm about science through exposure to new technology

Process Goals:

Work cooperatively with partner
Research a nano product and create ad
Create a bibliography

Science Standards:

7b - Use variety of resources/create a research project
7d - Use scale models/label diagrams, etc.

Prior Knowledge Assumed

Metric units of measurement and how to compare,
What is “nanotechnology,” and citing resources (MLA format)

Lesson Outline: What the students do

This is the culminating project for the tools and measurement unit. Students will research a product that is nano-based. Using their research, students will then create an advertisement (including an 8 1/2” x 11” poster and presentation) for their chosen product. A bibliography and resource list are required.

- Suggested software is: “Comic Life.” (Available for \$30 from Apple Store for single license use.)
- Useful source of nano products is:
www.nanotechproject.org/inventories/consumer/browse

Describe how the activity components achieve your goals:

Students are interested in new products and have a great deal of exposure to advertising. Many of the products impact every day life. This interest and familiarity will make it easier fo students to be successful, learn from the project, and apply their science knowledge.

Assessment methods:

Grading rubric (attached)

When would you integrate this into your curriculum?

At the start of the year when covering measurement.