

lesson seeds

MOBILE Battles

STEM AND DESIGN

Objectives

CONTENT	FINE ARTS
STEM Practices 2.A , 2.B , 3.C , 3.F , 5.B , 6.A , 7.A , 7.D	Visual Art: 1.3 , 3.1 , 3.2 , 3.3

Materials:

Consumer Reports for iPhone 5 and Samsung SG3 phones

Print advertisements for both phones

Video advertisements for both phones

Computers, Internet, paper and pencils, design software

Video camera

1. Students will watch and read advertisements for the Samsung SGIII cell phone and the Apple iPhone 5. Use a variety of video and print advertisements.
2. Have students prepare a 3 minute debate for why one of the cell phones is better than the other. Students must cite at least 3 sources of research for their 3 minute presentations.
3. After holding the debate, discuss why people may prefer one platform over the other, even after having all of the information to make an informed decision.
4. Have students make a list of their favorite apps as a class. Then, ask them to choose one of the apps from the list. Ask them "What phone platform will allow your app to perform at its optimum level?" (this is a major point of contention in the current battles between the two phones. Select apps perform better on one or the other platform. IE: pandora works better with iPhone and iHeartRadio works better with the SG3)
5. Students must research through consumer reports or their own action research which phone works better for their chosen app. They must then prepare an infographic that synthesizes what they learned.
6. Students can work in collaborative teams (based on apps that worked best on the same platform - eg: all apps that work well on iPhone 5) to design a solution that would allow better functionality of the other apps for their chosen device. Students must use the elements of design within their approach for the platform, as well as for their advertisements to promote their designed solution.

Assessment:

Advertisement

Students will create a marketing campaign of 1 print and 1 (30 second) video that promotes their design solution for their cell phone. They must use the elements of design in their creations, with the intention that their advertisements are creative and innovative to lure customers away from their current phones.