

UNIT NAME / GRADE / LEVEL

UNIT II — HISTORY OF COMMUNICATIONS & BUSINESS MGMNT.

1 2 3

OVERVIEW

Introduction and overview of all the history of communication and business management

ESSENTIAL QUESTION

What is communication?

THE BIG IDEA

Learn how communication impacts our personal and professional lives.

21ST CENTURY & COMMON CORE SKILLS ADDRESSED

Ethics	Self Direction
Critical Thinking	Adaptability
Problem Solving	Information & Media Literacy
Communication	Creativity and Innovation
Collaboration	Financial, economic, business and entrepreneurial literacy
Contextual Learning	Civic literacy
Personal Productivity	Health and wellness
Personal Responsibility	Environmental literacy
Accountability	Environmental literacy
Information and communications technology skills	

SAFETY ON ALL

STRAND*	STANDARDS*
Strand 1	1.A.01 — 1.A.03.07
Strand 2	2.A.01 — 2.A.01.06
Strand 2	2.B.01 — 2.B.01.07
Strand 4	All
Strand 5	All
Strand 6	All

Embedded Crosswalks:

English:	
Strand 2	2.B.01
Strand 2	2.C.01.11
Strand 2	2.C.01.10 — 2.E.04.12
Strand 2	2.C.01.08, 2.C.03.09

Math:	
Strand 2	2.C.01.08
Strand 2	2.C.03.05

LEARNING PLAN

STUDENT WILL LEARN...

- Origins of communication
- Reasons for communication: Brochures, advertising
- Means of communication
- Evolution of languages
- Icons from Egypt to Windows
- Calligraphy
- Movable type / Letterpress / Lithography / Gravure / CTP
- Manuscripts
- Guttenberg
- Franklin
- Freedom of the Press
- Propaganda
- The Internet and Web Sites
- Introduction to printing devices...all printers, functions and locations
- Future Technologies / Hybrid

STRATEGIES

- Demonstrate types of communication
- Discuss intricate pages of manuscript
- Discuss and explore icons and their use
- The role of printing in history
- Discuss and review propaganda
- Compare modes of communication throughout history
- Demonstrate an understanding of the significant role of printing in the history of mankind.
- Understand role of communications in 21st century business operations
- Utilize cloud processes for data transfers
- Discuss and explore statistics necessary to determine business strategies

INSTRUCTIONAL NOTES

Cover the importance of freedom of the press and its role in establishing the United States of America. Study the role of printing and communications in the spread of literacy and knowledge throughout the history of mankind.

Develop business plans utilizing analysis tools and internet research.

ASSESSMENT EVIDENCE

OBSERVATION

Assume you are under constant observation. This does not mean being constantly watched. It means that the assignment has criteria that includes quality and a deadline, both of which require your undivided attention. If the assignment is not completed, you must have a valid, acceptable reason and a solid plan to correct the deficiency.

QUIZ

Quiz may come in the form of verbal query, small task assignment, pen and paper written quiz, or acquiring a second source of information to confirm a solution to a problem encountered.

TEST

Quiz may be in the form of an interview or discussion on a problem, a task assignment, or a pen and paper written test on material covered in the lesson.

WRITTEN ESSAY

A written essay may be in the form of a correspondence with a customer, client, salesperson, employee, or co-worker. It may also take the form of an open-response to an assignment or an opinion piece on a topic covered in class.

TASK PERFORMANCE

- Demonstrate types of communication, verbal and non-verbal, visual and non-visual in a shop environment
- Create an intricate page of manuscript, by hand
- Illustrate use of icons for common activities or actions
- Contest to find facts about Ben Franklin
- Investigate the role of propaganda throughout history
- Read about the role of the Internet and compare to the history of communication
- Complete a job ticket

IN EVERY LESSON

LEARNING STYLES

- Musical / Rhythmic
- Visual / Spatial
- Logical / Mathematical
- Verbal / Linguistic
- Bodily / Kinesthetic
- Intrapersonal
- Interpersonal
- Naturalist

IEP ACCOMMODATIONS

EMBEDDED COMMON CORE

- Recognize the importance of education as a lifelong effort.
- Communicate effectively through reading, writing, speaking, computing, the arts and technology.
- Respect and understand people of different backgrounds in our diverse society.
- Understand environmental and other issues with worldwide implications.
- Make informed decisions for themselves, their families, their communities and our country.
- Contribute to our society.
- Take responsibility for their own behavior.

DEADLINE FOR COMPLETION

RESOURCES

TEXTBOOKS / NEWSPAPERS / PERIODICALS

- Print Shop Safety Book*
- Handbook of Print Media*
- The Non-Designer's Design Book*
- Printing Technology 5th Edition*
- Offset Lithographic Technology*
- Leading with Character*

ELECTRONIC DOCUMENTS

- destiny\$/
- MrMac.Intranets.com/
- MyBigCampus.com
- Dropbox.com
- GoogleApps
- GoogleDocs

WEBSITES

VIDEOS

MANIPULATIVES

- Caligraphy pens
- Copy of the United States Constitution
- Job Tickets