

Deer Valley Unified School District



Boulder Creek High School CTE & Academic Integration



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Functional Print in Early Childhood Careers
Lesson Outline

Subject: Lil Jags Preschool

Audience: Parents of preschool aged children

Purpose: To encourage enrollment into the program

Objective: To create functional print (brochure, poster, PowerPoint, or other approved medium) designed to inform and persuade enrollment in Boulder Creek High School's Lil Jag Preschool program in collaboration with Language Arts 7-8 and Childhood Development classes.

Lesson Outline:

Day 1: Define teamwork and collaboration; complete teamwork exercise.

Day 2: Assign groups and introduce objectives (inform/persuade enrollment)

Day 3: In groups, brainstorm possible ideas for functional print (brochure, poster, PowerPoint, or other approved medium); determine functional print format; begin prewriting for print content (gathering of information). Draw conclusion about the different programs available; share conclusions.

Day 4: Understand the principals of Unique Selling Propositions (USP); determine their group's USP to promote Lil' Jags Preschool.

Day 5: Organize information according to their functional print format.

Day 6: Complete organizing information according to group's functional print format; begin functional print draft.

Day 7: Complete functional print draft; revise/edit.

Day 8: Prepare final draft for submission and release to the public.