



UHMS Lesson Planning Document

Content_____Theatre_____

Grade_8__

Teacher_____LClark_____

| TEKS Knowledge Statement | Student Expectation (circle the verbs and underline the content) | Process Skill (as often as possible) |
|--|--|---|
| Monday/Tuesday | SWBAT create the three key components of a commercial. | Create |
| Wednesday (Intervention/Enrichment Day) | SWBAT create a script for a college, technical school, or military service commercial. | Create |
| Thursday/Friday | SWBAT create an individual commercial script. | Create |

| Lesson Plan |
|--|
| <p><u>Monday/Tuesday</u></p> <p>Hook/Opening: Scholars will share their favorite commercials and share why they are their favorite commercials.</p> <p>What academic vocabulary is necessary for TEKS/SE mastery? Playwright, slate, screenplay, script, commercial, target market and psa.</p> <p>What questions will you ask to deepen understanding of TEKS/SE (Higher Order Thinking Skills)? What is the motivation behind a commercial? Why is knowing the target market important?</p> |



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What scholar product will be assigned to show evidence of understanding? The students will create selling statements.

Wednesday

What specific skills focus will you have for today? The scholars will work in groups to create a commercial script.

What interventions will you provide for Tier 2 and Tier 3 scholars? I will have them practice on creating selling statements. They will also work in groups to create mini-commercial scripts with selling statements for a university, technical college, or school.

What enrichment will you provide for Tier 1 scholars? These scholars will be able to watch commercials and pick out selling statements.

Thursday/Friday

Hook/Opening: The scholars will watch 2 commercials and identify 3 selling statements for each commercial.

What academic vocabulary is necessary for TEKS/SE mastery? Playwright, slate, screenplay, script, commercial, target market and psa.

What questions will you ask to deepen understanding of TEKS/SE (Higher Order Thinking Skills)? Why must advertisers know the target market? Who is the target market for a university? Who is the target market for a technical school? Who is the target market for the military?

What scholar product will be assigned to show evidence of understanding? The scholars will work in groups to create a university, technical school, or military commercial script.