

2016 AFRICAN AMERICAN HISTORY CALENDAR LESSON PLAN

Month/Honoree(s): February - Schylver V. Foster

Lesson Title: Do you have what it takes to build and sell a car?

Grade Level/Course: 3-8

Subject: STEM

SC Academic Standards and Skills Addressed:

Grade 6 ELA Inquiry Based Literacy Standards

- **Standard 3: Construct knowledge, applying disciplinary concepts and tools, to build deeper understanding of the world through exploration, collaboration, and analysis.**

3.3 Gather information from a variety of primary and secondary sources and evaluate sources for perspective, validity, and bias.

3.4 Organize and categorize important information, revise ideas, and report relevant findings.

Grade 5 Science Standards:

- 5-1.7 Use a simple technological design process to develop a solution or a product, communicating the design by using descriptions, models, and drawings.

Introductory Statement/Lesson Overview:

Schylver V. Foster has served in numerous roles at BMW Manufacturing in South Carolina. Ms. Foster is a corporate leader as well as an advocate for women. Her influential work at BMW has earned her many distinguished awards as she continues to prove herself a leader in the state of South Carolina.

Goals/Lesson Objectives:

1. Students will brainstorm brands of cars and determine which brands have factories in the United States or South Carolina
2. Students will work in groups to build a model car
3. Student groups will create an advertisement to market and sell their car
4. Student groups will present their advertisements to the class
5. Students will self reflect about the overall project

Suggested Instructional Materials:

- Plastic bottles, toothpicks, straws, CD's, bottle caps, scissors, tape, glue
- Materials may vary depending on vehicle design student's choose

Lesson Progression and Time Frame: Approximately 5 days, 30 minute class periods

Activity 1: Have students create a graphic organizer containing brands of cars. Then show pictures of various brands and allow them to add to their lists. Have students brainstorm and mark which companies could have factories in the United States or South Carolina. Show information on BMW in Greenville, South Carolina and introduce Sky Foster. Tell them they will be designing and building a model car.

Activity 2: Print out the directions to build a toy car and distribute to allow groups to choose a design. Students will construct a toy car using these materials, or their own creative design.

Activity 3: Groups will decide on a name for their car/company and write a commercial (advertising scheme) to promote and sell their product. *Guidelines and requirements may vary depending on grade level - possible rubrics are attached.

Activity 4: Presentations of commercials/advertisements. Provide the same rubric to students to allow them to self reflect on their work. Have students reflect about the activity. Suggested questions: Why did you choose the design? How well did your group work together? Why/how would your commercial help sell your product? What changes would you make to improve your overall project?

Extensions/Differentiation

- Older students can generate methods to make cars move
 - Test vehicle designs and measure distances
 - Graph results
 - Generate conclusions based on test results
- Younger students can be given different types of toy cars to begin with and determine which is the best (favorite)
 - Students must have reasons for choosing a particular car
 - Work with partners or groups that chose the same car to create a poster about why that car is the best
- Allow students to bring household materials or vary construction designs to cars
- Trade and change/improve other car designs

Assessment:

- Collect students graphic organizers from Activity 1
- Use the provided or recreated rubrics to evaluate advertisements from Activity 3
- Collect self-evaluations and reflections
- Upper grades that build moving cars can be assessed on graphs and adjustments made to improve movement of cars

Resources:

- Brands of cars - <https://www.globalcarsbrands.com/all-car-brands-list-and-logos/>
- BMW Manufacturing - Greenville, SC - <https://www.bmwusfactory.com/>
- Directions to create a model car - <http://www.wikihow.com/Make-a-Toy-Car>
- Rubric for advertisement - http://rubistar.4teachers.org/index.php?screen=ShowRubric&module=Rubistar&rubric_id=2287427&

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