Lesson Plan:

Imovie Storyboard Introduction: The Story of Apple Inc.

Video Project 2

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**Georgia Performance Standards: Middle School Business and Technology**

**MSBCS-BCSII-7:** The student will utilize presentation/multimedia software.

a) Identify uses of presentation/multimedia software in today’s workplace.

b) Identify and explain presentation/multimedia terminology.

c) Plan and design a multimedia presentation.

d) Create, save, print, and present a multimedia presentation on a business related career.

SAMPLE TASKS:

• Presentation/Multimedia Software Unit—“Delivering ‘Star-Studded’ Creations”

o Create a PowerPoint or Movie Maker of a state assigned by teacher after

researching necessary criteria.

o Create a PowerPoint on a post-secondary institution that offers their career

from career pathway unit.

**ENTREPRENEURSHIP:**

**MKT-EN-1:** Understands concepts and processes associated with successful

entrepreneurial performance.

a) Define entrepreneurship.

b) Identify and analyze characteristics of a successful entrepreneur.

c) Identify the reasons for planning in entrepreneurial businesses.

d) Discuss the entrepreneurial discovery processes.

e) Assess global trends and opportunities.

f) Determine opportunities for business creation.

g) Generate ideas for business.

h) Determine feasibility of ideas.

i) Determine the major reasons for business failure.

Grade Level: 7th Grade

Class: Keyboarding and Computer Applications

Length: 45 Minute Classes

Time for Lesson to be completed: 5-7 class periods

Day 1-5:

Instructional Activity: View the storyboard project about Steve Jobs. Teach students how to import images, add sounds, and add text to iMovie. Discuss with students the need to cite all pictures. Demonstrate to students how to import video to iMovie. Review rubric with students over requirements.

Student should include the following in the storyboard.

1. Introduction about topic and themselves.
2. Include fair use disclosure
3. Tell some background information about the individual.
4. Include a definition of an entrepreneur.
5. Include 3-5 facts about what it takes to be an entrepreneur.
6. Include 20-30 second video on their topic.

Evaluation: Rubric

Student is expected to produce one to two minute iMovie over an entrepreneur that can be researched using the Internet.