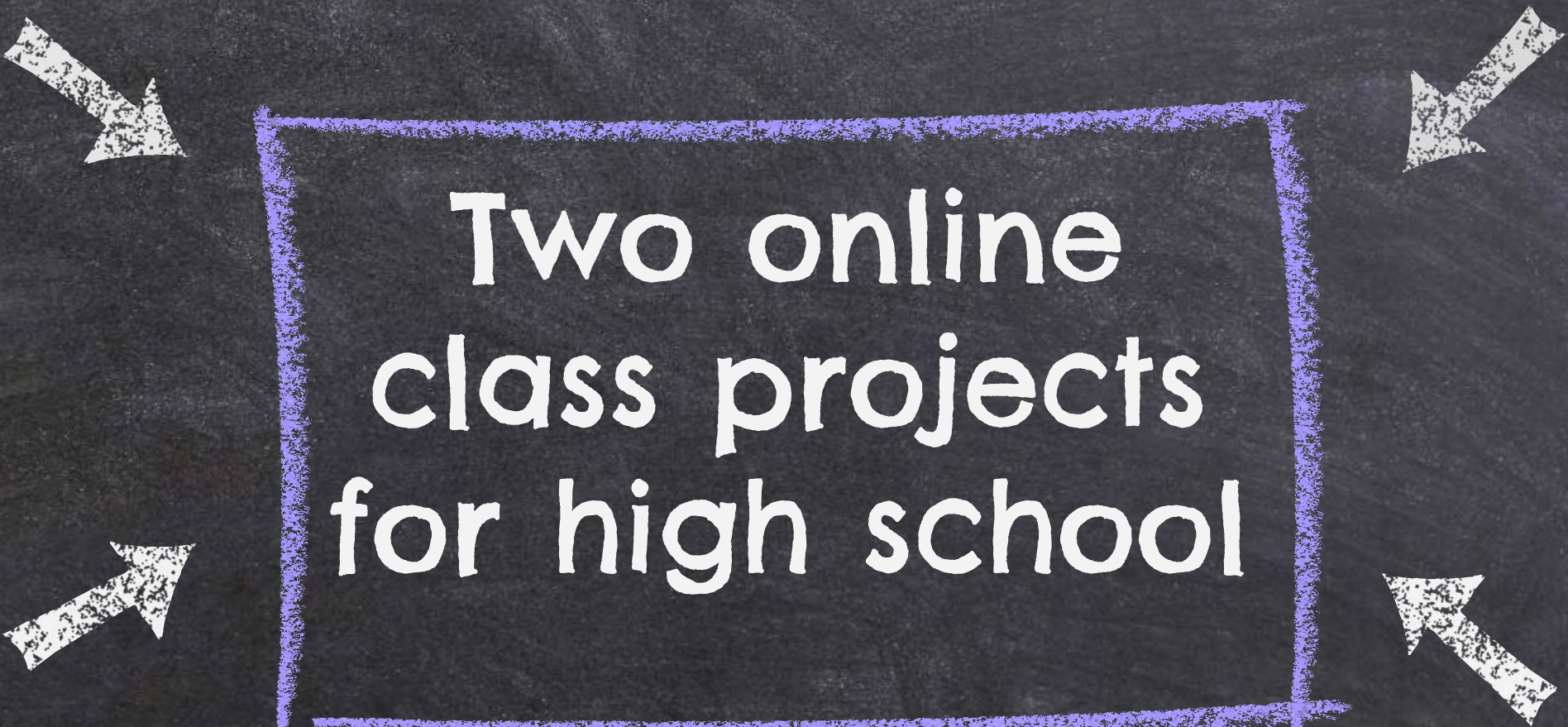




HUPE DAY

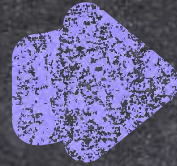
February 20, 2021



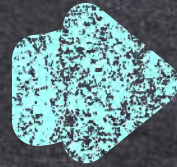
Two online class projects for high school

Dora Božanić Malić i Mirta Kos Kolobarić

Project 1 - Topics to be covered:



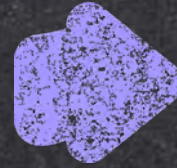
Background of this project task



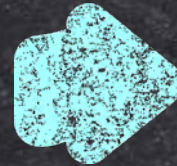
Designing a project task



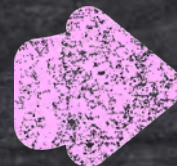
Work process and adaptations



Task submission and problems



Students' impressions and projects



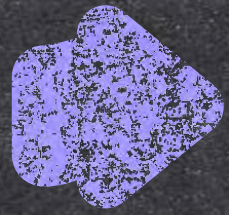
Dora's adjustment



Background of this project task

Transition to online teaching - March 2020

What doesn't kill you
makes you stronger.



Challenges

The teaching
process itself

Motivation and
digital
competences
(both teachers'
and students')

Assessment

02

Designing an
appropriate project
task

Requirements

Motivating

Engaging

Moderately
challenging

Complex

Done
independently

Rubric for assessment
+ additional motivation

03

Work process and adaptations

Stages



Introduction

Listening comprehension
(assessment)

- <https://app.wizer.me/preview/U5MN9N>
- <https://app.wizer.me/preview/P81ZYJ>

Ideas from Intro

product you would like to
develop and produce

turn your hobby, talent,
skill into business

Business plan

Logo design and slogan

Elevator pitch

A video commercial

5000.. INSTRUCTIONS FOR YOUR BIG TASK

From Noeline's talk we could learn a lot - that we can be successful even if we do not finish higher education, if we have a talent, skill, passion and a bit of help. Now, go back to what you answered to the two questions (what makes you happy and if you had all the money in the world, what would you do) and try to find your own, inner passion and your own talent and skill. Think about how you would turn it into business. It can be anything - drawing, making jewellery, but try to think of something that could actually work and that there are people willing to buy it.

Your task is the following project - think of how you would start your own business using your inner passion (1 product based on it) and make a plan for your own business (you have the guidelines below). Below you will find all the necessary parts of what your business plan should include. You can present it in any way you want - in a video, digital poster, whatever. **BUT**, you need to record yourself speaking about it. Also, you will have to make a logo for your small start-up (a small company) and a video to advertise your product. Please, be as creative as possible. You have about 2 weeks for the project. You can ask your parents for help with the ideas, but the English part has to be yours. The grades you will get are 3, 4 or 5, if you do all the parts of the project, as described.

I will also attach a rubric for grading your project.

SO, this is what you should have:

1. a written business plan with all the given parts (digital poster or presentation) - but you have to record yourself speaking about it. On the poster or presentation you can have the outline, but it has to be explained in a spoken form.
2. make a logo for your company
3. make a slogan for your product
4. a recorded commercial - a video
5. a recorded elevator pitch (kratki uvjerljivi reklamni govor) - you have an example of it in one of the pictures below. Let's say, if the sales are low, you can go to people's homes and try to sell your product to them. Record your elevator pitch.

Your presentations can be shared with the teacher via email, padlet, Lino... depending on what is the easiest way for you.

Templates

Business plan

BUSINESS DESCRIPTION AND SUMMARY

- the name of your company, location, the logo
- product range, the mission and vision of your company,

TARGET MARKET AND COMPETITORS

- who will buy your products

COMPETITORS

- who are your competitors and why is your product better than theirs

HUMAN RESOURCES/STAFF/EMPLOYEES

- how many employees, what will they do (job description), which skills do they need

MARKETING

- how /where will you advertise your product (TV, Internet)
- make a slogan for your product
- make a video commercial for your product
- plan B - record an elevator pitch for your product

HOW WILL YOU RUN YOUR BUSINESS?

- what is the best way to get the job done?

FINANCES

- how much money do you need to start the company?
- where will you get it?
- will your business be profitable?

DIGITAL TOOLS YOU CAN USE:

- logo makers
- presentations
- digital posters (Canva)
- voice recorders
- Loom/Screenrec

Templates

YOUR ELEVATOR PITCH

When Annie Turbo knocked on Sarah's door, she had only a few seconds to convince Sarah to pay attention. Nowadays, we call this an "elevator pitch," which is a brief, persuasive speech to get someone excited about your product or your business. A good elevator pitch should last no longer than a short elevator ride! Fill in the blanks below.

I am _____, and I'm known
for _____
I make _____ that does
_____. I hope to use it to help
people _____
My product is unique because _____

Now, practice your pitch on a family member
or friend!

from: How to write a business plan, Rebel girls booklet (pdf) about C.J. Walker



Wizer worksheets

<https://app.wizer.me/preview/P81ZYU>

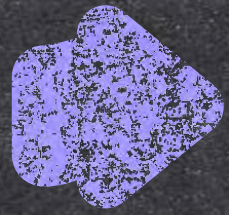


Wizer worksheets

[https://app.wizer.me/preview/U5
MN9N](https://app.wizer.me/preview/U5MN9N)

04

Task submission and problems



Problems and solutions

Posting on Lino
board

Data limit

Wakelet

- better

Other options:

- Bookcreator
- Genially
- Prezi
- Google Slides
- Flipgrid

05

Students' impressions
and projects

Students' Ideas

special pizzas
high heels
cupcakes
wild, beer
granny's pasta
sneaker painting
pancakes
chocolicious
reading room
diet choc
wine wall
app for tourists
special lab (bar)
special wall paint
nail polish
mowing camp
pet-hotel

Some great projects

Connect Slavonski Brod



Live. Breathe. Explore. Slavonski Brod.

Tel: 035 566 444

Gmail: connectsb@gmail.com

web: www.connectsb.com

HQ
Slavonski Brod 35000
Ante Starčevića 32

Some great projects



Assessment rubric

Rubrika za ocjenjivanje projekta			
	Odlično	dobro	Potrebno doraditi
bodovi	3	2	1
Dijelovi prezentirani kroz poster ili prezentaciju (business description, target market, competitors, staff, marketing, running your business and finances)	Prezentacija sadrži svih 7 dijelova	Prezentacija sadrži 5 ili 6 dijelova	Prezentacija sadrži 4 dijela
Sadržaj (za svaki dio prezentacije)	Obuhvaćeni su svi dijelovi zadanog sadržaja	Izostavljene su 2-3 pod-teme zadanog sadržaja	Obrađeno je samo 3 ili manje zadanih dijelova
logo (nađite free logo makers)	Logo je kreativan i odražava liniju proizvoda koje kompanija prodaje (ime kompanije, neka sličica koja asocira na liniju proizvoda, riječi...)	Logo je jednostavan i ne sadrži sve potrebne dijelove	Logo je jako jednostavan i ne sadrži bitne dijelove
Slogan	Slogan je kratak i jasan i pamtljiv.	Slogan nije potpuno jasan i pamtljiv.	-

Slogan	Slogan je kratak i jasan i pamtljiv.	Slogan nije potpuno jasan i pamtljiv.	-
Video commercial	Reklama je kreativna, jasna, reklamira na adekvatan način baš taj proizvod i privlači kupca.	Reklama je prilično kratka, nije uvjerljiva i ne reklamira jasno baš određeni proizvod.	-
Elevator pitch	Učenik uvjerljivo i kreativno uvjerava kupca u kvalitetu svog proizvoda, potpuno se držeći navedenog obrasca.	Učenik uglavnom navodi zašto bi kupac trebao njegov proizvod, djelomično se držeći navedenog obrasca.	Učenik navodi samo dio razloga zašto bi njegov proizvod trebalo kupiti, ne uzimajući u obzir zadani obrazac.
Digitalni alati	Učenik koristi više inovativnih digitalnih alata za svoju ukupnu prezentaciju.	Učenik koristi 1 ili 2 digitalna alata za svoju ukupnu prezentaciju.	Učenik koristi vrlo jednostavne alate za prezentacije.
Govor	Učenik govori tečno uz jedva primjetnu pokoj pogrešku	Učenik prezentira sadržaj uz osjetne pogreške u vokabularu i gramatici, no koje ne otežavaju razumijevanje	Učenik prezentira sadržaj uz mnogobrojne pogreške u vokabularu i gramatici, koje ponekad otežavaju razumijevanje
Ukupno: 24 boda; 19 – 24 – ocjena 5; 14 – 18 – ocjena 4; 9 – 13 – ocjena 3			



Dora's spin on the project

Adapted for the 1st grade of grammar school

Thank you for existing!



Engleski jezik u SŠ

Private group · 523 members



+ Invite

About

Discussion

Announcements

Rooms

Topics

Members

More ▼



What's on your mind, Dora?



Room



Photo/Video



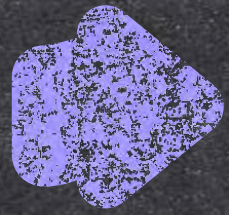
Tag people

New activity ▼

About

Zatvorena grupa za sve nastavnike engleskog jezika u srednjim školama. Da razmjenimo iskustva, pomognemo s nedoumicama i ispušemo se.

Kao i da podijelimo materijale kako bi pomogli jedni drugima. [See less](#)



Project files

Instructions

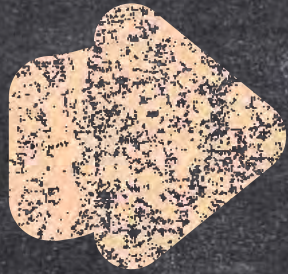
- elements of the project
- guidelines (length, steps to be taken, software, deadlines)

Diary

- a space for reflection
- a requirement for getting a grade

Rubric

- task completion
- cohesion, coherence
- grammar and vocabulary
- pronunciation



Instructions

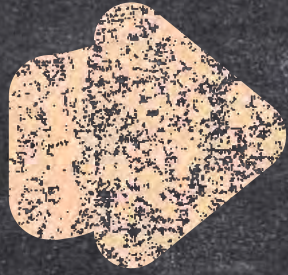
The elements of the plan

- 1) Company name, headquarters, logo
- 2) Target market
- 3) Competitors
- 4) Finances
- 5) Human resources
- 6) Leadership profile
- 7) Marketing

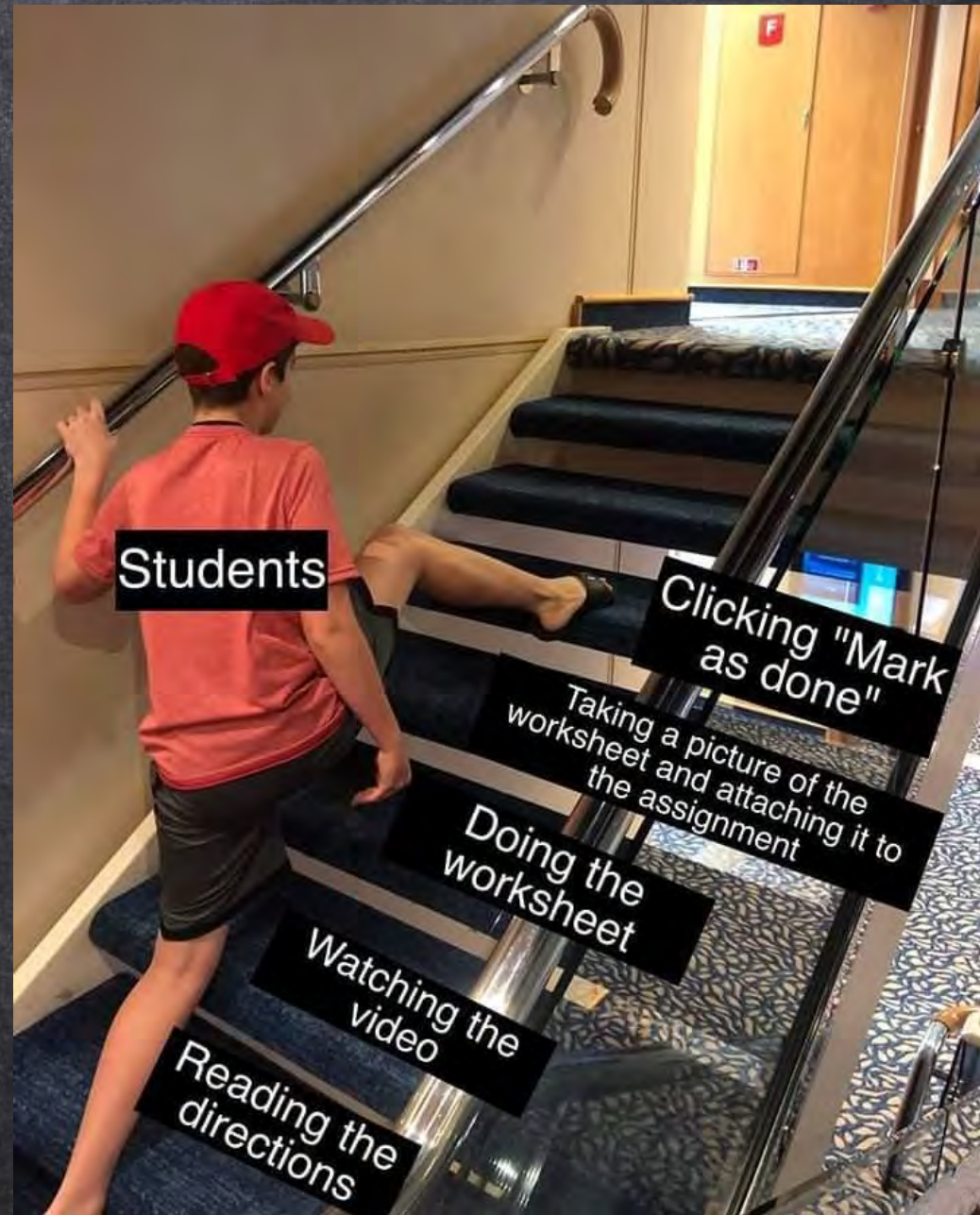
Length of speech: at least a minute and a half

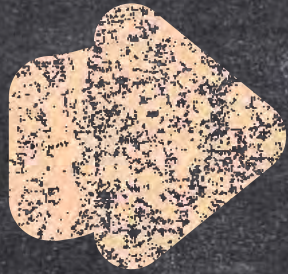
Audience: Peers from abroad





Diary





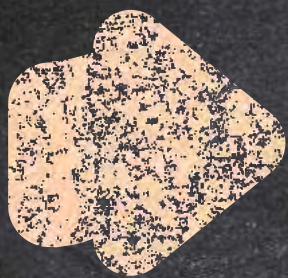
Elements of the diary

- brainstorming the topic
- devices and digital tools
- writing a script + reflecting on it (How do I feel about it?)
- Grammar + spell check - asking for assistance
- making the presentation (How I feel about the process?)
- Feedback from a trusted viewer
- Changes and touch-ups
- Reflection on the whole process



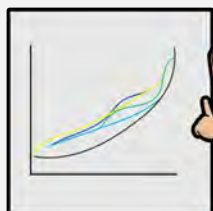
Drawbacks:

- students not being used to the process
- students skipping the process
- students not being tech-savvy

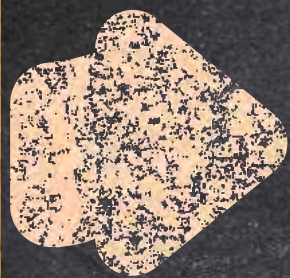


Rubric

(business plans)

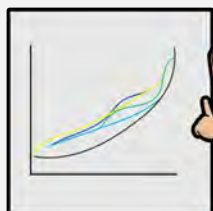


	3 points	2 points	1 point
Task completion	<p>The presentation contains all the elements, answers all the questions.</p> <p>It is of appropriate length.</p> <p>It addresses the appropriate audience.</p>	<p>The presentation is one or two elements short, but all questions are answered in the rest.</p> <p>OR not all of the questions are answered in three or more elements.</p> <p>The speech is of appropriate length. The author sometimes forgets who the members of the audience are.</p>	<p>Three or four of the elements are not covered, but all questions are answered in the rest.</p> <p>OR All elements are covered but not all the questions are answered.</p> <p>The presentation might be under length.</p> <p>The speaker should pay more attention to their audience.</p>
Cohesion and coherence	<p>Gives an extended speech with very little or no hesitation. The speech is clearly planned and well structured. The student uses a range of cohesive devices.</p>	<p>Gives an extended speech with some hesitation. At points the elements of the presentation seem disconnected. The student uses cohesive devices, but there might be some repetition or misuse.</p>	<p>The student hesitates while giving the speech. The speech doesn't "bind" the slides into a coherent whole. The student uses cohesive devices with repetition or forgets to use them.</p>



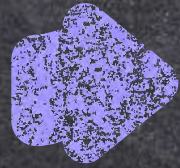
Rubric

(business plans)

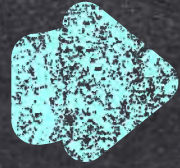


	3 points	2 points	1 point
Grammar and vocabulary (range and accuracy)	Uses a range of vocabulary and grammar appropriately and accurately. Uses simple and some complex structures effectively.	Uses a range of vocabulary and grammar mostly appropriately and accurately. Mostly relies on simple words and structures, with occasional use of complex ones.	Uses mostly simple vocabulary and grammar with mistakes. There are moments of repetition and misuse.
Cohesion and coherence	Speaks clearly, fluently and at an appropriate speed. Words and sentences are clearly pronounced and easy to understand. Uses intonation to add emphasis and convey meaning.	Speaks comprehensibly and at an appropriate speed. Words and sentences are mostly clearly pronounced. Sometimes uses intonation to add emphasis and convey meaning.	Isn't easy to understand or speaks too slowly or too fast. Should work on the pronunciation of words and sentences. Doesn't use intonation effectively.

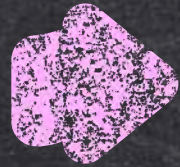
Project 2: Topics to be covered:



Background of this project task



Project files



Sample

BACKGROUND

LearnEnglish Teens

A day in the
digital life of a
teenager

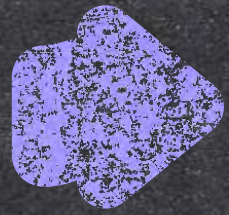
Status of
mind

Oversharing and
your digital
footprint

Protecting
online
reputations

Who's looking
at your digital
footprint?

Nearpod



Project files

Instructions

- elements of the project
- guidelines (length, steps to be taken, software, deadlines)

Diary

- a space for reflection
- a requirement for getting a grade

Rubric

- task completion
- cohesion, coherence
- grammar and vocabulary
- pronunciation

Instructions

Speak about how the situation we're all in right now has impacted your life.
You should cover TWO of the following aspects of your life:

Health

How have you been keeping yourself healthy, physically and mentally, in the past month?

What have the dangers to your health been?

What have you been eating/cooking?

Decisions

Which important decisions have you had to make in the past month or so?

How did you make them?

Have they been difficult?

Challenges

What have the biggest challenges been in the past month or so?

How have you coped?

Are there any tips/tricks you could share?)

School

What are the positive/negative aspects of the new way of studying?

What would you like to have done differently with regards to studying?

Do you have any tips or tricks for future generations of online learners?

Daily Routine

How has your daily routine changed in the past month or so?

What has changed for the better? What has changed for the worse?

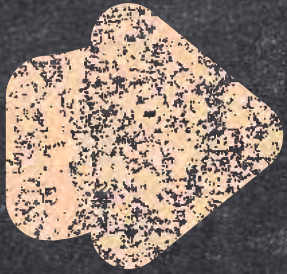
Has the concept of leisure and free time changed in any way?

Interpersonal relationships

How have they changed?

How does technology help them survive/develop?

How does spending lengthy periods of time with your family change the relationships within the family?

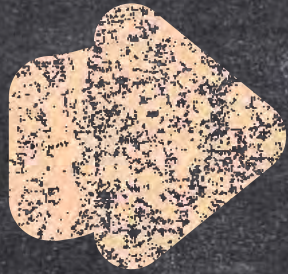


Instructions

The elements of the plan



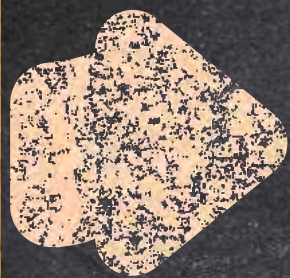
- Audience: peers from abroad
- Length: 2 minutes of speech
- Recommended software: MS Stream



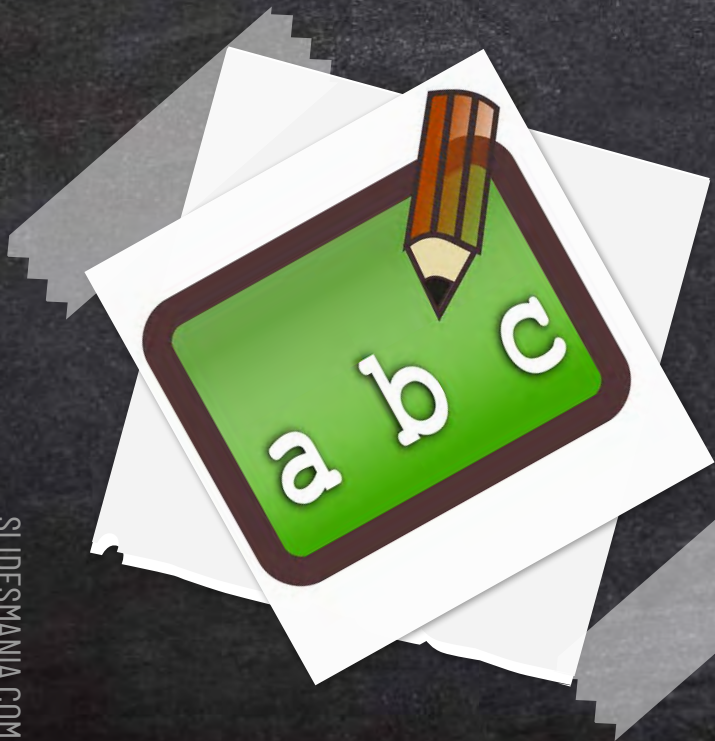
Elements of the diary

- brainstorming the topic
- devices and digital tools
- Collaborators - Who's going to be in the vlog?
- writing a script + reflecting on it (How do I feel about it?)
- Proofreading
- making the presentation (How I feel about the process?)
- Feedback from a trusted viewer
- Changes and touch-ups
- Reflection on the whole process

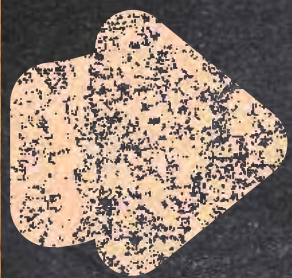




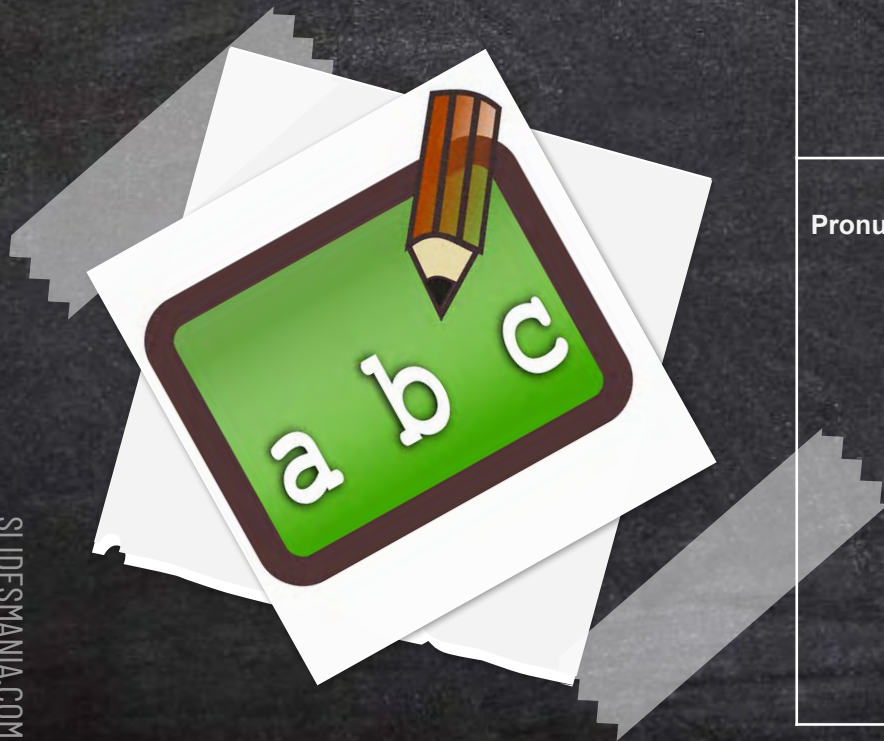
Rubric (vlogs)



	3 points	2 points	1 point
Task completion	<p>The vlog covers two topics, answers all the questions with relevant arguments and examples.</p> <p>Vlog and the speech in it are of appropriate length.</p> <p>Addresses the appropriate audience.</p>	<p>The vlog covers two topics, but not all questions are answered with relevant arguments and examples.</p> <p>Vlog and the speech in it are of appropriate length. Sometimes forgets who the members of the audience are.</p>	<p>The vlog covers only one of the topics or pays considerably more attention to one of the topics.</p> <p>It might be under length.</p> <p>The speaker should pay more attention to their audience.</p>
Cohesion and coherence	<p>Gives an extended speech with very little or no hesitation. The speech is clearly planned and well structured. The student uses a range of cohesive devices.</p>	<p>Gives an extended speech with some hesitation. There might be a lapse in the organization of the vlog. The student uses cohesive devices, but there might be some repetition or misuse.</p>	<p>The student hesitates while giving the speech. There are lapses in the organization of the vlog. The student uses cohesive devices with repetition or forgets to use them.</p>



Rubric (vlogs)



	3 points	2 points	1 point
Grammar and vocabulary (range and accuracy)	<p>Uses a wide range of vocabulary and grammar appropriately and accurately.</p> <p>Uses both simple and complex structures effectively.</p>	<p>Uses a range of vocabulary and grammar mostly appropriately and accurately.</p> <p>Mostly relies on simple words and structures, with occasional use of complex ones.</p>	<p>Uses mostly simple vocabulary and grammar with occasional mistakes.</p> <p>There are moments of repetition and misuse.</p>
Pronunciation	<p>Speaks clearly and fluently.</p> <p>Words and sentences are clearly pronounced and easy to understand.</p> <p>Uses intonation to add emphasis and convey meaning.</p>	<p>Speaks comprehensibly.</p> <p>Words and sentences are mostly clearly pronounced.</p> <p>Sometimes uses intonation to add emphasis and convey meaning.</p>	<p>Isn't easy to understand.</p> <p>Should work on the pronunciation of words and sentences.</p> <p>Doesn't use intonation effectively.</p>

Suggestions for improvement:



- make them move
- students just winging it
- the rubric
- students not being used to/skipping the process of reflection





Thank you!

Do you have any questions?

mirtakk@gmail.com - Mirta Kos Kolobarić

dora.bozanic.malic@gmail.com - Dora Božanić Malić
