



Signs Classroom Activity

The Classroom Activity introduces students to the context of a performance task, so they are not



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[Purpose: The facilitator’s goal is to introduce students to business signs.]

Facilitator says:“Today, in preparation for your performance task, we are going to talk about business signs. Who can tell me what a business sign is?” [Allow students to describe and discuss their definitions. Responses should indicate that a business sign is a flat piece of wood or other material that gives information about a business.]

Facilitator says “A lot of business is done online these days. Why might a business owner want to get a sign?” [Allow students to discuss. Possible responses include signs to advertise outside of a store or signs on a building or on a billboard to promote their retail business.]

Facilitator says:“What information is usually given on a business sign?” [Allow students to discuss. Possible responses include the name of the business, the address of the business, and the type of services or products that the business provides.]

Facilitator says:“Business signs frequently have special images called logos. A logo is a design that a group uses to represent itself. Logos are sometimes just pictures or designs and sometimes include the name of the company or organization.” [Allow students to ask questions.]

Facilitator says:“What are some examples of logos?” [Allow students to discuss. Facilitator should show or handout **Figure 1** to help students brainstorm. Possible responses include the Nike swoosh, the McDonald’s Golden Arches, and the Apple from the company Apple.]

Figure 1. Examples of Logos





[For students who are visually impaired, describe the pictures orally using the descriptions given.]

[Picture Description 1: "The picture shows a bird called a falcon standing on a capital letter F."]

[Picture Description 2: "The picture shows a rectangle with an airplane drawn in the middle."]

[Picture Description 3: "The picture shows a rectangle with three arrows. Each arrow starts where the other one ends, and the arrows are linked in a circular form. This is the symbol for recycling."]

[Picture Description 4: "The picture shows a pod with a leaf drawn in the center."]

[Picture Description 5: "The picture shows a person riding on a jet ski."]

[Picture Description 6: "The picture shows a shield with wings."]

Facilitator says: "Design a sign for a store of your choice on the paper you've been given. Make sure that you include any logo that the store has in your sign." [Allow students to draw a sign and discuss.]

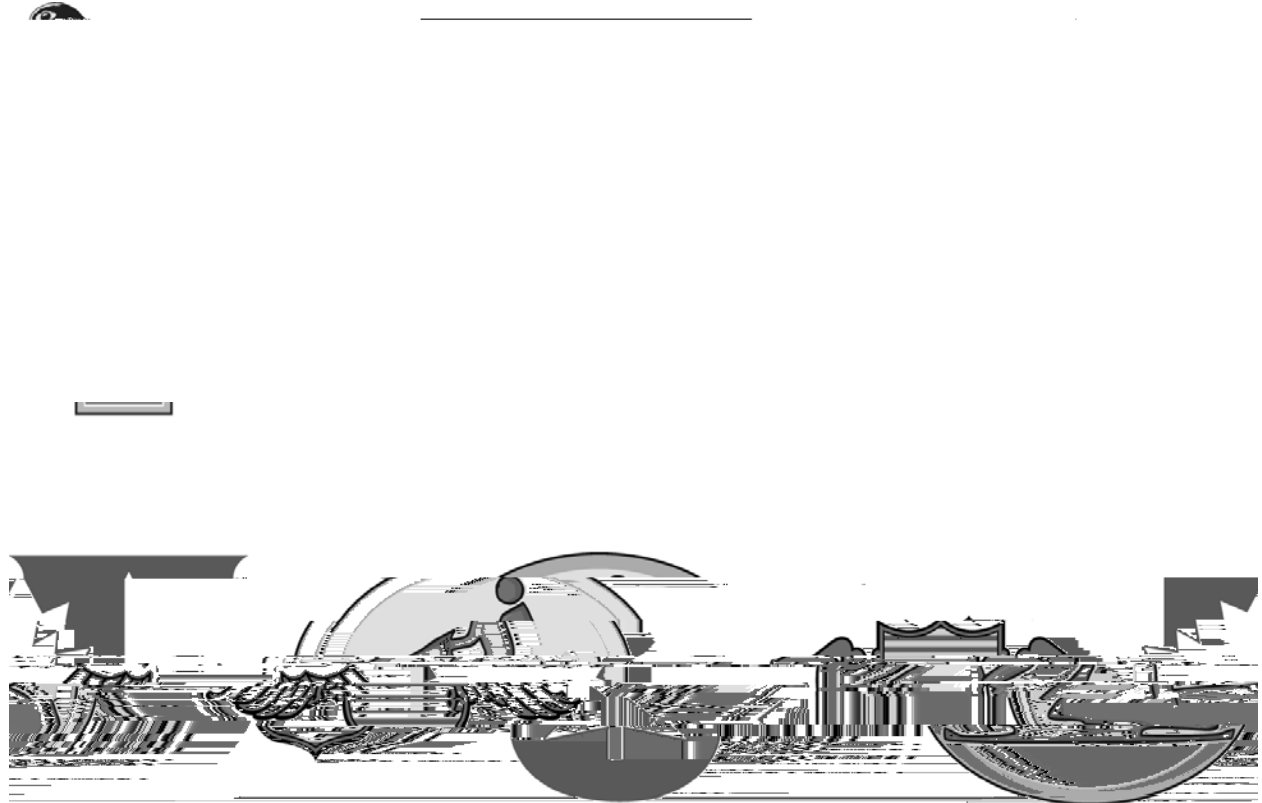
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Resource Documents

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