

PA Achievement Standard(s):

Standard - 15.3.12.Q

Analyze communication channels and their effectiveness within the corporate culture.

Standard - 15.3.12.R

Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity.

Standard - 15.3.12.W

Collaborate via electronic communication with peers, educators, and/or professionals to meet organizational goals.

Link for the achievement standard: <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>**Big Idea/Essential Questions:** What is a visual aid used for? What are the various types and appropriate uses of each? How does one utilize a visual aid edffectively?**Competencies:** The student will be able to:

- Describe the purposes of visual aids in written and oral communication.
- Prepare and properly label tables, charts, and illustrations for written reports and oral presentations.
- Describe two types of tables, and explain an appropriate use for each type.
- Describe five types of charts, and explain an appropriate use for each type.
- Describe three types of illustrations (other than tables or charts with graphs), and explain an appropriate use for each type.
- Explain three considerations for planning, interpreting, and selecting visual aids.
- Select three appropriate visual or multimedia presentation aids, and explain the purpose for each type.

| Learning Plan | |
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| Suggested Activities/Strategies | Assessment Evidence: |
| Classroom presentation aligned to key performance indicators Lessons with executive insight and industry jargon aligned to specific instructional areas Industry lessons for career exploration Verbal discussions of content and real-world examples Critical thinking via forum discussions of case studies Cooperative learning activities Use of printed/online checklists and rubrics | Teacher observation of student work Lesson assessments Pre-lesson and post-lesson quizzes Self-reflection sheet Individual and group project |