



# Foods and Business Ice-Cream Project

## **Monday May 20**

- Introduction of the Project ( Deb)
- Select groups of 2 (Deb)
- Flavor exploration existing and new creations (Both)
- Review of lactose, dairy intolerant, low fat milk, whole milk, cream. (Both)
- Prezi if time allows (Deb)

## **Tuesday May 21**

- Review of ideas, selection of flavor desired (Both)
- Fake ice cream/ Food Photography (Deb)
- How to make an effective marketing poster (Me)
- Video, questions, scavenger hunt (Me)

## **Wednesday May 22**

- How to use Canva (Me)
- Select a template
- Creating a poster

## **Thursday May 23**

- Trip to explore flavours of icecream (Both)

## **Friday May 24**

- How to use Ice-cream maker (Both)
- Grocery Shopping

## **Tuesday May 28**

- Creation of Poster (Me)
- All ingredients in Fridge (Both)
- Bowl pre-frozen

## **Wednesday May 29**

- Trip to explore flavours of icecream (Both)
- Making the ice-cream (Deb)
- Final Creation and voting on most effective poster and why

## **Thursday May 30**

Half Day – Review of the project

- Vote on favorite flavor's and why they were successful
- What did you enjoy the most about this class?
- If you could change one thing what would it be?
- Would you recommend this to others as a joint Foods and Business class?

Grading Expectations

Attendance

Teamwork & Collaboration



# How To Design A Quality Poster

<https://www.youtube.com/watch?v=ldBUUKRQR9M>

## Top Tips

### #1 Concept

- What am I selling \_\_\_\_\_
- Who is the Target Audience \_\_\_\_\_

### #2 Theme

- Style, branding, logo, feeling emotion
- How do I display theme?
  - T
  - C
  - I

### #3 \_\_\_\_\_ from a \_\_\_\_\_

- 3 layers
  - 
  - 
  -

### #4 Less is More

- Utilize \_\_\_\_\_

### #5 Use Typography wisely

- Do not use too many \_\_\_\_\_
- \_\_\_\_\_

### #6 Contrast

- C \_\_\_\_\_
- T \_\_\_\_\_

### #7 Keep it Simple

- Once \_\_\_\_\_
- Minimal \_\_\_\_\_

## Top Tips Poster Scavenger Hunt

*You are to find two examples online for each of the tip 7 tips!*

# Canva Video Production

60 Points

## Instructions:

The market has demanded a new ice cream, which you have created. You now need to market your ice cream to inform the market. You are to produce an informative poster using Canva.

- You must conduct research on how to use Canva
- The poster must be informative, have a clear concept
- Use a theme, be able to be read from a distance
- Display simplicity, less is more, keep it simple
- Use type and contrast wisely
- Be creative!

	Excellence	Merit	Achieved
<b>Scope/Nature of the Problem Research)</b> 10 points	The problem and solution (draft poster idea) reasonable in scope, achievable, and particularly interesting, innovative or provocative.	The problem and solution reasonable in scope and seem achievable.	The problem is clear but the solution not reasonable in scope.
<b>Concept (The case for the solution)</b> 10 points	A clear picture of what is to be achieved. Can describe what is to be done and generally how his/her work will contribute to the final product.	Has a fairly clear picture of what is to be achieved. Can describe what he/she is trying to do overall but has trouble describing how his/her work will contribute to the final product.	Has brainstormed a concept, but no clear focus has emerged.
<b>(The case for the solution)</b> 20 points	The poster is complete. It uses all six functions of a quality poster. The focus of the poster is clear, detailed and accurate	The poster is complete. One of the six functions of a quality poster may be missing. The focus of the poster is clear, and accurate	The poster is complete. The focus of the poster is evident, more work is required to provide detail and effectively use the six functions of a quality poster.
<b>Testing and Revisions</b> 10 points	How the solution solves the problem is clear and complete, there is evidence of the solution's effectiveness with the target audience, the effectiveness of the solution is clearly and completely demonstrated, and the team's solution provides a powerful and innovative approach to the problem, perhaps making previous solutions obsolete.	How the solution solves the problem is clear and complete, there is evidence of the solution's effectiveness with the target audience, and the effectiveness of the solution is clearly and completely demonstrated.	Only one is true: <ul style="list-style-type: none"> <li>• Not clear how the problem is solved.</li> <li>• No evidence of the solution's effectiveness.</li> <li>• Parts of the solution's effectiveness.</li> <li>• Parts of the solution are incomplete or missing.</li> <li>• Not clear how the solution benefits the audience</li> </ul>
<b>Effectiveness of the Solution)</b> 10points	What is learned is completely and coherently displayed, includes how their learning applies to future endeavors, and is particularly compelling, genuine, or insightful.	What the team learned is completely and coherently described and includes how their learning applies to future endeavors.	What is learned is described, but is vague or incomplete.

