

# SEND POSTCARDS TO SPACE



TRY NEW

COSMIC CHOCOLATE

As more people live and work in space, new jobs, businesses, and creative ventures will arise, contributing to a new space economy that hasn't yet been designed or dreamed up. Think about how an architect might design a new colony, how the creation of new materials that can only be made in microgravity might enable new forms of transportation, or how a galactic restaurant might 3D print your food while you wait. Your creative business ideas could spark new markets in technology, entertainment, and daily living.

## WHAT WOULD YOUR SPACE ADVERTISEMENT LOOK LIKE?

**YOUR MISSION:** Create an advertisement to attract customers to your new space-related business. This can be a billboard, magazine cover, brochure, social media ad, or other advertising medium of your choosing. Once you've developed your idea, draw or write it on the blank side of your postcard. Put your address and a stamp on the front, place it in an envelope and mail it to: Club for the Future / PO Box 5759 / Kent, WA / 98064. Blue Origin will send it to space and back on its New Shepard rocket. The postcard will then get stamped 'Flown to Space' and mailed back to you for a special space-flown keepsake.

## TEACHER LESSON PLAN

# SPACE ADVERTISEMENT

### INTRODUCTION

Opportunities for innovation in the space economy are increasing rapidly. A variety of careers in space are currently available but many more new careers in the space industry will arise as more and more people will be living and working in space. Even more exciting is the reality that your students will have the opportunity to create their own careers. In this lesson, students will take on the role of a head chef creating a new Big Chicken menu item for a restaurant in space. Students will create a marketing plan and ad for this new item and use it to describe their idea.

### LEARNING OBJECTIVE

Create artwork and advertisement for a new menu item you create using ingredients from different planets and use it to sell your idea.

### INSTRUCTIONS

- Develop an idea for a new menu item for Big Chicken in Space using ingredients in space.
- Decide on the type of ad you would like to use.
- Create artwork that showcases your new menu item and your idea.
- Use your artwork to present your idea.
- Finalize the artwork on your postcard.
- Bring your postcard to your nearest Big Chicken or send it to Club for the Future where it will be sent to space and back on a Blue Origin New Shepard rocket.
- Tune in to watch the launch event.

### LESSON EXTENSION

- How will you sell your new menu item? How will you encourage people to come to Big Chicken in Space?
- What other businesses should there be in space?

### STANDARDS

#### CCSS.ELA-Literacy.SL.6.5

Presentation of Knowledge and Ideas:

Include multimedia components (e.g., graphics, images, music, sound) and visual displays in presentations to clarify information.

#### ISTE

6d - Students publish or present content that customizes the message and medium for their intended audiences.

#### NCAS

VA:Cr2.3.7

Apply visual organizational strategies to design and produce a work of art, design, or media that clearly communicates information or ideas.

### REFLECTION

- Ask students to share their ideas for a Big Chicken menu item on a postcard describing their idea.

# LESSON 01: ADVERTISING OVERVIEW

TIME	MATERIALS	ACTIVITY
10 min	Whiteboard or Projector	<p><b>Intro:</b></p> <ul style="list-style-type: none"> <li>• Tell students to think for a minute about their favorite advertisement. Students can close their eyes if they would like to.</li> <li>• Students share in pairs what the advertisement is and why they liked it.</li> <li>• Share out in a big group.</li> <li>• Prompt: An advertisement is what companies use to get people to buy their product. A good advertising plan should help the advertiser tell people about the business, about the products and services for sale, and the benefits of buying from your business. It should also build customer confidence, attract new customers, keep present customers coming back and help make the business profitable. To accomplish all these objectives is not an easy task.</li> </ul> <p>Today, we you will be creating your own advertisements. The challenge is, we need to think a little into the future and create something that hasn't been made before. Something for space...</p> <p>Opportunities for innovation in the space economy are increasing rapidly. Companies like Blue Origin, envision millions of people living and working in space in the future. This means a variety of careers in space are currently available but many more new careers in the space industry will arise as more and more people will be living and working in space. Companies like Big Chicken, also envision themselves eventually having things like restaurants in space.</p> <p>So your goal is to work in groups to create artwork and advertisement for a new menu item you create using ingredients from different planets and use it to sell your idea to the rest of the class.</p>
20 min		<p><b>Advertising Overview:</b></p> <ul style="list-style-type: none"> <li>• Divide the students into groups of 3-4; this can be done randomly, or students can self-divide.</li> <li>• Overview of advertisements.</li> <li>• Tell students that most ads are directed to a target audience—a group of people that advertisers think will buy or use the product. Advertisers create their ads to persuade the target audience to do, buy, or think something. They also put their ads where the target audience is likely to see them. Ask students to think about some products that might be targeted to them (e.g., video games, cereal). Ask them to think about other target audiences, such as their parents, and some products that might be targeted to them (e.g., cars, banks). Think about people their age, what products might be targeted to them?</li> <li>• What would you do differently in an advertisement to young people compared to adults?</li> <li>• You will need to think about your target audience for your advertisement.</li> <li>• The next thing you will think about, is how you advertise it.</li> <li>• What types of ads are there?</li> <li>• In your groups, brainstorm as many types of advertisements as you can.</li> <li>• Share out as a group (have each group name 1 at a time)</li> <li>• Possible TYPES OF ADS             <ul style="list-style-type: none"> <li>• Brochures</li> <li>• Emails</li> <li>• Magazine and newspaper ads</li> <li>• Online advertisements (display, etc.)</li> <li>• Websites</li> <li>• Billboards</li> </ul> </li> </ul>
20 min		<p>For the remainder of the class, you will work as a group to come up with the following:</p> <ol style="list-style-type: none"> <li>1. Your new Big Chicken menu item for Big Chicken in Space. They might have to do some research on Big Chicken in order to stay on brand.</li> <li>2. Decide who their target audience will be for this new item.</li> <li>3. Decide on the type of ad they will use.</li> <li>4. Start drawing up concepts.</li> </ol>

# LESSON 02: CREATE AN ADVERTISEMENT

TIME	MATERIALS	ACTIVITY
10 min	Whiteboard or Projector	<p><b>Intro</b></p> <ul style="list-style-type: none"> <li>Show various ads. Examples:  <a href="https://www.youtube.com/watch?v=fVW8-px4Ufw">https://www.youtube.com/watch?v=fVW8-px4Ufw</a></li> </ul>    <ul style="list-style-type: none"> <li>Stay on each ad for a couple of minutes.</li> <li>Ask students: <i>Would you want to buy this product? If so, what about the advertisement caught your attention? Who is the target audience for the advertisement? How do you know?</i></li> <li>Students write down answers for each ad.</li> <li>After ads, students turn and talk about the ads and their answers.</li> <li>Whole classroom discussion.</li> </ul>
1 min		<p><b>Assignment:</b></p> <ul style="list-style-type: none"> <li>Remind students that they will be inventing a new Big Chicken item.</li> <li>They need to have an ad finished and ready to present.</li> <li>Hand out peer evaluation forms so they know what the class will be looking for.</li> <li>Have art or video ready to show.</li> </ul>
20 min		<ul style="list-style-type: none"> <li>Students work on ads.</li> </ul>
15 min		<p>Presentations and peer evaluations</p> <ul style="list-style-type: none"> <li>Each group presents while others in the class fill out peer evaluations.</li> <li>If time, take some audience feedback after each about what they liked about their ad.</li> </ul>
4 min		<p>Reflection</p> <ul style="list-style-type: none"> <li>Students draw their design on a Postcard to be sent to space</li> </ul>

# PEER EVALUATION FORM

**Group Number:** \_\_\_\_\_

1. How has the designer tried to grab the audience's attention?

2. Who do you think is the target audience?

3. Does the ad grab your attention? How does it do that?

4. Is the presentation of information simple and direct?

5. Would you try this new product?