



Gold Seal Lesson

Author(s): Elizabeth Pierce			Lesson Title: Technical Communication-A Picture is Worth 1,000 Words			
Grade Span			ICLE Application Model			
K-4 X	5-8	9-12	A	B	C	D X

Instructional Focus:

Writing Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

Listening Students listen for a variety of purposes appropriate to the grade level.

Speaking Students speak for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

Performance Task

Many writers use sketching to train and sharpen awareness. Because sketching requires the eye to slow down, it helps writers to concentrate, focus on and discover details. The student removes his or her shoe and begins to sketch it (side, bottom, top, tongue, all parts, or just one view – it’s the student’s choice). The student labels all the parts of the shoe he or she has sketched. After approximately thirty minutes of sketching and labeling, the student puts his or her shoe back on. The student then writes a description of the shoe he or she just sketched and has approximately thirty minutes to finish this task. The student engages in a classroom discussion on the usefulness of pictures as a medium of conveying a message that may be quicker than words. The student brainstorms for real life pictures that convey a message faster and more effectively than words (picture of a telephone, toilet, eating utensils, train, airport, etc rather than words when someone is traveling internationally; warning signs for slipping on wet walkways or for hazardous waste materials, or toxic chemicals).

ICLE Essential Skills

Apply in writing the rules and conventions of grammar, usage, punctuation, paragraphing and spelling. ela1

Express opinions clearly and forcefully without interrupting or insulting others. ela16

Assess the validity and accuracy of an informational selection. ela18

Use brainstorming, role playing, and standard problem solving strategies to define a problem and suggest solutions. ela19

Participate, sometimes leading, in group meetings by contributing, taking turns speaking, and working toward a common goal. ela20

ICLE Essential Skills continued:

Understand and produce a variety of informative formats such as business letters, memos, reports, news articles, brochures, proposals and critiques. ela22

Understand and use graphs, charts, and visuals to enhance informational writing and oral presentations. ela29

Use a variety of media to gather information and to transmit information to specific audiences. ela43

Understand and use graphics such as graphs, charts, visual aids, white space, bold print, headers and other graphics to enhance meaning. ela56

Apply an understanding of the meaning of graphics, layout, white space, italics, parentheses, and other visual aids. ela68

Scoring Guide:**Sketch of Shoe**

4 Points = The sketch identifies all parts of the shoe. No mechanical errors are found (punctuation, capitals, grammar or spelling). The final product is neat with careful attention to details. The sketch is attractive. The labeling is clear and contributes to understanding the shoe.

3 Points = The sketch identifies the most important parts of the shoe. Few mechanical errors are found. The final sketch is neat. The labeling is clear and contributes to understanding the shoe.

2 Points = The sketch is missing a major part of the assignment and the label descriptions are not clear. Some mechanical errors are found. The final sketch is coherent. The sketch relates to the shoe but needs more attention to details.

1 Point = The sketch is not related to the assignment at all or is messy. The labels are not clear or logical. There are more than four mechanical errors.

Written Description of Shoe

4 Points = The essay identifies all components of the shoe. It explains the shoe clearly, completely and logically. The entire piece is written from a third person point of view. No mechanical errors are found (punctuation, capitals, grammar or spelling). The final essay is neat with careful attention to details

3 Points = The essay identifies the most important components of the shoe. It explains the shoe clearly and completely but could be more organized. There are few lapses in point of view. Few mechanical errors are found. The final essay is neat.

2 Points = The essay is missing a major component and the shoe's description is not clear. There are some lapses in point of view. Some mechanical errors are found. The essay is legible.

1 Point = The essay barely describes the shoe. The text is not clear or logical. There are more than four mechanical errors and the point of view is unclear or inconsistent.

Keywords

English Language Arts	Mathematics	Science
Reading Enhance Writing Language Structure Integration	Algebra	Earth Science
Writing Careers Compare/Contrast Composition Conventions Elements of Writing Grammar Expository Mechanics Organization Paragraphs Technical Writing Integration Usage Viewing Vocabulary	Geometry	Life Science
Communications Discussion Illustration Listening Technology Integration Visuals	Statistics	Chemistry
Literature Comparative Literature Non-Fiction Point-of-View Integration Voice	Calculus	Physics
Other Technical Illustration Graphic Design	Trigonometry	Other
	Other	

A Shoe Writing Example

My old Nikes are finally beginning to feel warm and cushy. Stretch lines and scuff-marks cover the outside, showing the strain of bending and rubbing against everything I bump into. I can trace the thread that lines the border of the leather and rubber sole of the shoe with my finger. The sole is etched with a zigzag design that helps me keep my footing in the rain. The Nike stripe resembles a black check mark and decorates one side. These are durable shoes. Even the original cotton shoelace has survived although it's now stained brown from my stepping into mud puddles and one tip is ruffled where the tiny plastic cylinder has popped off.

The front of the shoe is lined with a double-stitch border directly ahead of the shoelace, and the sole is worn more on the outside from my rocking back and forth while I stand impatiently waiting for ANYTHING. The back of the shoe is decorated with a bell-shaped flap at the top of the heel and stitched up like the rest of the shoe. The trademark NIKE is in bold black letters across the back of the shoe. The inside is soft and has an artificial arch inserted because my feet are so thin I need extra support so I won't have a bad back when I'm older. I remember how white the shoes were when I bought them and the fresh scent of new leather. Now green stains from mowing the lawn remain just below the surface to remind me in winter of warm, summer days.

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