



PLTW Flight and Space Virtual Learning

**8th Grade/Aerospace  
Infomercial Project**

May 4, 2020



8th Grade/Flight and Space  
Lesson: May 4, 2020  
Day 1 of 3

**Objective/Learning Target:  
Students will design and present their own futuristic  
aerospace vehicle.**

## Warm-Ups:

Watch the infomercial about Fun Slides



Record your answers to the following questions on your [Cornell Notes](#) or notebook paper.

- Did the infomercial make you want to buy the fun slides?
- What information was given in the infomercial?
- What types of things did the infomercial show?

# Lesson Introduction/Background Information:

Have you ever seen an infomercial for exercise equipment, kitchen appliances, or diet plans? The word *infomercial* is formed by combining the words information and commercial. An infomercial generally combines information about a product and a promotional commercial.

The purpose of your infomercial is to inform the audience about the advantages and characteristics of your futuristic aerospace vehicle that you will design. The infomercial message must compare an existing or historical aerospace vehicle with your idea of what might be possible in the future.

## Practice:

**Step one** is to decide on the historical aerospace vehicle you will compare your creation to. Answer the following questions in your notes as you research and collect information. Examples might be a balloon, a small plane, an airliner, a transport plane, a helicopter, a fighter jet, a rocket, or a space shuttle.

- When was the aerospace vehicle invented?
- Who invented it?
- What is the vehicle's history? (Did it ever change its design or shape?)
- What was the vehicle's purpose? Was it used to carry individuals or equipment?
- Did it fly successfully at first? Explain how the first few flights went.
- What technology was necessary in order for this aerospace vehicle to be functional?
- List three interesting facts about your aerospace machine.

# Practice:

## Step two:

- Brainstorm ideas for a futuristic machine that fits the same category/purpose as the vehicle you researched.
- Decide upon your vehicle.
- Draw a picture of it.
- Determine the functions that will be advantages over the historical vehicle. It's a good idea to list at least 3.
- Make up answers to the same questions you answered in part one for your futuristic vehicle.

## **Self-Assessment:**

In your notes, describe why you chose your vehicles and how you think your futuristic vehicle will be an improvement on the existing or historical vehicle.

# Extend Your Learning/Continued Practice:

Here are some more infomercials to help give you ideas for the storyboard that you will write in the next lesson.

## Top 10 Infomercials



## Car Dealership Infomercial

