



PLTW Flight and Space Virtual Learning

**8th Grade/Aerospace
Infomercial Project**

May 5, 2020



8th Grade/Flight and Space
Lesson: May 5, 2020
Day 2 of 3

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

Warm-Ups:

Watch the infomercial about a new type of vehicle



[Link to video](#)

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

- What 2 unique advantages or characteristics did you learn about?
- How did they make you believe that these were doing to be great compared to a traditional vehicle?

Lesson Introduction/Background Information:

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

You have already chosen your historical vehicle and designed the vehicle you will be advertising. Now it is time to plan out your infomercial.

Watch this [video on developing a storyboard](#) before going on to your work.

Practice:

The infomercial must follow these basic guidelines:

- 1-3 minutes long.
- The infomercial message must compare an existing or historical aerospace vehicle with your idea of what might be possible in the future.
- The information on existing or historical vehicles presented must be accurate.
- The idea for a futuristic aerospace vehicle may be based on possible advanced technology or science fiction.
- The talent (i.e., individuals on camera) must follow the school dress code.
- Language, gestures, and music must be school-appropriate.

Practice:

Here is an [example of a storyboard](#)

You can use this [Storyboard file](#) or you can create your own.

Plan out your 2-3 minute infomercial by drawing sketches of what will happen in each scene and writing notes down about character lines, character movements, camera movements, and any other relative information. The example from above had about 24 pictures and notes. You might not need that many, but you should have at least 5-10.

Self-Assessment:

In your notes, describe why you chose this vehicle and how you think it will be an improvement on the 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.

Here are lessons on [writing infomercial scripts](#)

Student Infomercial
[Link to video](#)

