

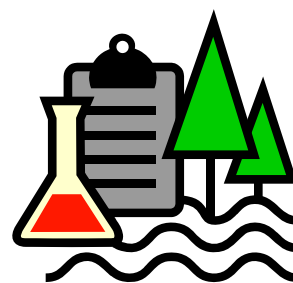


CAREER STUDY SUMMARY SHEET

THE SCENARIO: The City Electric Company (CEC) has requested your assistance to help develop positive publicity materials. The materials will promote and educate others about electricity. For example, your publicity materials will inform the public about electricity and how it is used in a variety of careers.

STARTING YOUR PROJECT:

- **Conduct online research** of at least three jobs that use electricity as an important and significant tool on the job.
- **Select the most interesting career** in which electricity is used on the job.
- **Develop publicity materials** that promote electricity on the job (for one career) by creating one of the following:
 - Slideshow presentation
 - Web page
 - Brochure
- Identify and explain **how electricity is used** in the selected career.
- Document **skills** required for the selected career.
- List **positives and negatives** associated with the selected career.
- Make a **recommendation** either “for” or “against” others entering the selected profession.



CREATING A PUBLICITY PLAN:

- Start with a **storyboard** of at least 10 panels.
- Include all of the following elements in your **publicity plan:**
 - Type of publicity materials to be created (choose one):
 - Slideshow presentation
 - Brochure
 - Web page
 - Areas in the presentation that will answer the following questions:
 - What is electricity?
 - Why is electricity important?
 - Where does electricity come from?
 - What are the parts of an electric circuit?
 - What is Ohm’s Law?
 - How is electricity used on the job?
 - What skills are required for the job?
 - What are the positives and negatives of the job?
 - A recommendation that either encourages or discourages others from entering the profession.



ASSESSMENT:

- **Teacher Assessment:** See the Electricity Project Plan and Scoring Guide.
- **Peer Assessment:** Each team will be assessed by another team. Only positive feedback will be provided. As the reviewing team, you are responsible for answering the following questions:
 - What do you like about the publicity sample?
 - What suggestions would you make for improvement?

