

Orange Lutheran Online Middle School Electives

YouTube 101

What if you could learn how to create your own YouTube videos, post them on your own YouTube channel, and maybe even make a few bucks doing it? In YouTube 101, students will watch plenty of YouTube videos and study the phenomenon of YouTube stars. The first half of the course is dedicated to the creative process, learning how to create content, and brainstorming and planning video ideas. In the second half, students research, write, film, and edit three original YouTube videos and publish them to their own YouTube channel.

Objectives for the course: Students will assess and critique popular YouTube content and learn about various creative considerations such as style, character, audience, and marketability. They will work independently on the actual filming and production of their videos, but students will workshop their ideas and have class discussions about various creative and YouTube-specific topics, creating opportunities for both independent and communal learning. They will learn about the basic economics behind making money on YouTube. The students will do research related to their video topics. And ultimately write, film, and edit three of their own original YouTube videos using various technology and software.

RED Talks

One of the most commonly-cited fears is public speaking. One of the most commonly-used life skills is public speaking. In RED Talks, students will Research a topic, write, practice, and ultimately present a speech to Educate their audience and hopefully start a broader Discussion. The students will present their speeches at a RED Talk Conference (live or virtual). Students will learn about different types of speeches, persuasive techniques, and how to be an effective public speaker. They will read, research, and write about non-fiction topics, both personal and abstract. While the course is focused on research, writing, and public speaking, it's cross-curricular in that students will be both watching TED Talks about a wide-range of topics and researching topics of their choosing.

Objectives for the course: Students will learn why public speaking is important, how to do it effectively, and through practice, become more comfortable with it. Throughout the course, students will watch and analyze TED Talks about a range of topics for content and presentation and then discuss their observations in class-wide discussion, creating

opportunities for both independent and communal learning and analysis. Students will learn about and practice formal writing by constructing persuasive, logic-based arguments. They will also practice fact-driven expository writing and more emotional, journal-style writing about personal events that they can connect to life lessons. They will learn about point of view, tenses, persuasive techniques, types of research, and practices of effective public speakers. They will research topics, create notes and an annotated bibliography, formulate a structured outline, and ultimately write a complete speech about a topic of their choosing, ultimately giving their speech as a presentation.

Your Business Name Here!

Be your own boss and launch your own business! In Your Business Name Here!, students will learn by doing. They will take every necessary step to starting their own business and learn about various aspects of business, design, economics, advertising, markets, and investing as they do. They will brainstorm ideas, come up with a business name and logo, conduct market research, create a profit and loss statement, advertise across multiple media, write a business pitch, and find investors. Throughout the class, students will be actively discussing business-related questions and providing constructive feedback about each other's ideas, creating opportunities for both independent and communal learning. They will learn about topics ranging from the share-economy to the future of brick-and-mortar stores. Students will also read profiles of successful businesses that relate to the lesson topics of each week. Once done with the class, students will be well on their way to becoming entrepreneurs.

Objectives for the course: Students will plan, organize, and complete the creation of a business, starting with their own product/service/charity ideas. They will research target markets use critical thinking skills as they make various decisions about their business, from design to where to sell and advertise. They will learn about economics as they apply the law of supply and demand to their business planning. By creating a profit and loss statement, students will get an introduction into finance and will have to apply that new-found understanding to their own business goals. They will analyze popular advertising and create a website, a print ad, social media posts, and a commercial for their business. And they will do all of this as a community, frequently discussing both each other's work and larger business questions.

Schedule: Elective Classes run 16 weeks with 2 lessons per week. Students should expect to spend about 2 hours per week on the class.

Cost is \$300 per class.

Students will need consistent access to the internet and a device such as a laptop or iPad.

- Semester 1 Dates: August 26, 2019 – January 10, 2020
- Semester 2 Dates: January 12 – May 29, 2020