



Lesson 11

Take Action- Creating Campaigns

Creating Visuals for Formal Pitches

Objectives

After this lesson, students will be able to:

- Collaborate to create visuals for their formal pitch

Overview/Purpose:

Students learn how to use presentation tools and visuals to support their presentation. They also will be introduced to the Creative Activist Toolkit, "Perfect Your Pitch".

Guiding Questions:

- How can visuals enhance the meaning and message of a pitch?

Recommended Time:

90 – 135 minutes

Common Core State Standards:

[CCSS.ELA-LITERACY.CCRA.SL.4](#)

[CCSS.ELA-LITERACY.CCRA.SL.5](#)

Materials:

[‘Perfect Your Pitch’ Creative Activist Toolkit](#)

Technology Required:

Computers recommended

Lesson Design:

- Explain that visuals strengthen a formal pitch when they are used in meaningful ways.
- Often, presenters will create a visual tool to complement their pitch. Use PowerPoint, Smartboard Notebooks or Google Presentation to support your pitch with visual aides. A well-crafted visual aide is not a script, but a visual tool that guides and complements a presentation.
- Guide students on how to access 'Perfect Your Pitch', a Creative Activist Toolkit, that will support them in creating an effective and inspiring pitch.
- Groups will use "Perfect Your Pitch" to start crafting their own presentation materials. Groups should delegate responsibilities among their members in preparation for developing their pitch.