

SCORE IT: Evidence

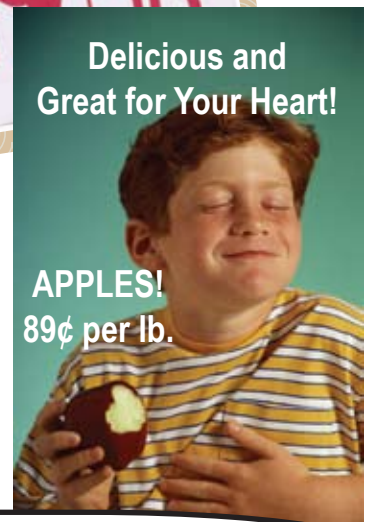
Young people need to be able to use and display information in visual ways to support their thinking. They develop deep questions, explore resources looking for visual clues, locate visuals to support their arguments, and design persuasive visual messages.



Seek out images that provide evidence to support arguments. Involve young people in identifying, evaluating, selecting, creating, and applying images to persuade others.

This photo provides evidence of the important role of bees in pollination.

Language Arts (Grades 3-5): Understands basic elements of advertising in visual media (e.g., sales approaches and techniques aimed at children, appealing elements used in memorable commercials, possible reasons for the choice of specific visual images).



We used the PBS website called "Don't Buy It!" to learn the elements of advertising. We evaluated magazine ads and commercials, then wrote e-mails to companies.

To show what we've learned, we helped the local farmer's market create new signs. We turned a boring apple sign into a great sales poster!