**Area of Learning: Applied Design, Skills, and Technologies — E-Commerce Grade 12**

**BIG IDEAS**

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| **Ethical marketing** contributes to a healthier global marketplace. |  | Business creates opportunities to enable change. |  | Different **technologies** and tools are required at different stages of the design process. |

**Learning Standards**

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| **Curricular Competencies** | **Content** |
| *Students are expected to be able to do the following:*Applied DesignUnderstanding context* Conduct **research** to understand design opportunities and barriers

Defining* Establish a point of view for a chosen design opportunity
* Identify potential users, intended impact, and possible unintended negative consequences
* Make decisions about premises and **constraints** that define the design space

Ideating* Identify gaps to explore as opportunities
* Take creative risks to generate ideas and add to others’ ideas to create a range of possibilities
* Critically analyze how competing **social, ethical, and sustainability factors** impact designed solutions to meet global needs for preferred futures
* Prioritize ideas for prototyping and **designing with users**

Prototyping* Identify, critique, and use a variety of **sources of inspiration** and **information**
* Choose an appropriate form and level of detail for prototyping
* Plan procedures for prototyping multiple ideas
* Analyze the **design for the life cycle**
* Construct prototypes, making changes to tools, materials, and procedures as needed
* Record **iterations** of prototyping
 | *Students are expected to know the following:** entrepreneurship opportunities
* creative ways to add value to an existing idea or product
* the evolution and nature of e-commerce
* local and global retail e-commerce environments
* the **economics of e-commerce**
* **revenue models**
* development and evolution of the **digital retail environment**
* **cyber marketing** concepts and strategies
* ethical marketing strategies
* **distribution channels** for digital businesses
* digitally procured goods and services
* digital and cloud-based technologies
* **interpersonal and presentation skills** to promote products or services and to interact with potential customers/clients
* industry best practices
* emerging career options and opportunities in the digital sector and for young entrepreneurs
* ethics of **cultural appropriation** and plagiarism
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**Learning Standards (continued)**

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| **Curricular Competencies** | **Content** |
| Testing* Obtain and evaluate critical feedback from multiple **sources**, both initially and over time
* Develop an **appropriate test** of the prototype
* Based on feedback received and evaluated, make changes to product design or processes as needed
* Iterate the prototype or abandon the design idea

Making* Identify tools, technologies, materials, processes, and time needed for development and implementation
* Use **project management processes** when working individually or collaboratively to create processes or products
* **Share** progress to increase opportunities for feedback, collaboration, and, if applicable, marketing

Sharing* Decide on how and with whom to share or promote their **product**, their creativity, and, if applicable, their **intellectual property**
* Critically reflect on their design thinking and processes, and identify new design goals, including how they or others might build on their concept
* Critically evaluate their ability to work effectively, both individually and collaboratively

Applied Skills* Evaluate **safety issues** for themselves, co-workers, and users in both physical and digital environments
* Identify and critically assess skills needed related to the project(s) or design interests, and develop specific plans to learn or refine skills over time
* Evaluate and apply a **framework** for solving problems and making decisions

Applied Technologies* Explore existing, new, and emerging tools, technologies, and systems and evaluate their suitability for design interests
* Evaluate impacts, including unintended negative consequences, of choices made about technology use
* Analyze the role and personal, interpersonal, social, and environmental impacts of technologies in societal change
* Examine and analyze how cultural beliefs, values, and ethical positions affect the development and use of technologies on a national and global level
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