

COURSE TITLE: Cuisine and Media Production

Course Description:

Cuisine and Media Production is designed to introduce students to the process of marketing food products to meet specific consumer needs and follow emerging trends while utilizing a variety of technologies. Course content provides opportunities for students to explore food industry and media, communication and digital media, food product development, food journalism, food styling, food photography, and career options in this specific food industry. This course must be taught in a fully equipped residential-style or commercial kitchen.

Potential Certifications/Credentials:

ASK Institute – Concepts of Business Management / ASK Institute – Concepts of Entrepreneurship / Certified Guest Service Professional / Food and Beverage – Skills for Success / ServSafe Food Handler / ServSafe Manager

Course Scope and Sequence

Topic #	Topic Title	Estimated Hours
1	Foundational Standards	20 hours
2	Food and Industry and Media	18 hours
3	Communication and Digital Media	20 hours
4	Food Product Development	20 hours
5	Food Journalism	20 hours
6	Food Styling	22 hours
7	Food Photography	20 hours

Plans of Instruction

Foundational Standards

Supporting—will be taught throughout the course as needed for the unit.

- F1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
- F2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
- F3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
- F4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
- F5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

Topic 2 Title: Food Industry and Media

Content Standards

1. Research and summarize ways various media cover the food industry.
Examples: news, print, web, social media, industry publications, leisure publications
2. Develop food-related communications appropriate for print, web, radio, or television outlets.

Unpacked Learning Objectives

Students know:

- Media coverage of the food industry can vary widely across different platforms, including news outlets, print publications, websites, social media platforms, and industry-specific publications.
- Each media type presents information about the food industry in unique ways, catering to different audiences and objectives.
- The specific requirements and conventions of different communication mediums such as print, web, radio, and television, enabling them to tailor their food-related communications effectively for each platform.
- The importance of considering audience demographics, format, and tone when developing content for different outlets.

Students are able to:

- Conduct comprehensive research on various media outlets and effectively summarize how each one covers the food industry.
- Analyze the differences in coverage across different platforms and identify trends or patterns in the presentation of information related to food.
- Apply their knowledge of communication mediums to create food-related content suitable for print, web, radio, or television outlets.
- Effectively adapt their messages to resonate with the target audience and meet the requirements of each specific platform.

Students understand:

- There is a diverse landscape of media outlets covering the food industry, including traditional print, digital platforms, social media, and industry-specific publications.
- Analyzing different perspectives and approaches taken by various media sources in covering food-related topics is important.
- Effective communication across various media platforms requires tailoring their content to suit each platform's requirements.
- Grasping the importance of crafting messages that are engaging, informative, and aligned with the goals of print, web, radio, or television outlets is essential.

Driving/Essential Question	How do different types of media outlets cover the food industry, and what impact do they have on public perception? How can food-related communications be effectively tailored for print, web, radio, and television outlets to engage audiences and convey key messages about the industry?
Exemplar High Quality Task	Research and summarize media coverage of the food industry: <ul style="list-style-type: none"> Choose two different types of media outlets that cover the food industry (e.g., news, print, web, social media, industry publications, leisure publications). Conduct research to analyze how these outlets cover food-related topics, including issues such as food safety, sustainability, and ethical practices. Summarize your findings in a report, highlighting key differences in coverage between the two chosen media outlets. Develop a food-related communication piece (e.g., advertisement, social media post, radio script) based on your research findings and tailored for one of the chosen outlets.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Research and summarize the diverse ways in which various media outlets cover the food industry, including print, web, social media, television, and industry publications. Analyze and present information on how	Formative: Class discussion: Peer review: Exit tickets Summative: Research paper: Assign students to write a research paper	Lead a discussion on the following questions: What are some examples of media sources that cover the food industry? Can you list different types of publications that discuss	ELA: Students can research and analyze various articles and reports on how the media covers the food industry. They can compare and contrast different perspectives and writing styles, and write a	Computers, printers, display monitors

<p>different platforms report on food-related topics, trends, and issues, demonstrating an understanding of the media landscape within the food industry.</p>	<p>summarizing and analyzing how various media outlets cover the food industry. Presentation: Have students create a multimedia presentation (such as a PowerPoint or video) summarizing their findings on how the media covers the food industry.</p> <p>Exam</p>	<p>topics related to the food industry?</p> <p>Create a summary of the differences between coverage of the food industry in print publications versus industry publications.</p> <p>Investigate how the coverage of the food industry in social media differs from that in traditional news media. This could be a whole class, group, or individual project.</p> <p>Create a presentation that evaluates the effectiveness of various media types in shaping public opinion about the food industry.</p>	<p>summary or reflection on the information presented. This can also tie into media literacy skills and critical thinking.</p> <p>Math: Students can use statistics and data from media sources to analyze trends in the food industry, such as consumer preferences, production rates, and economic impact. They can create graphs, charts, and tables to visually represent this information and draw conclusions based on their analysis.</p> <p>Science: Students can research scientific aspects of the food industry, such as food processing techniques, nutritional content, and environmental impact. They can also explore how the media covers topics like food safety, GMOs, and sustainable agriculture, and evaluate the accuracy and credibility of the information presented.</p>	
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			<p>Social Studies: Students can examine how the food industry is influenced by social, cultural, and political factors, and how these are represented in the media. They can explore issues like food deserts, food insecurity, and food justice, and discuss how different media outlets frame and discuss these topics. They can also consider the role of advertising and marketing in shaping public perceptions of food and food-related issues.</p>	
<p>Create effective food-related communications tailored to different media platforms, demonstrating proficiency in crafting content suitable for print publications, websites, radio broadcasts, and television programs.</p> <p>Adapt messaging and storytelling techniques to effectively engage audiences across various communication channels.</p>	<p>Formative: Peer feedback: Have students work in pairs or small groups to review and provide feedback on each other's drafts of food-related communications for print, web, radio, or television outlets.</p> <p>Role-play: Have students role-play as a journalist, blogger, radio host, or TV reporter and present their food-related</p>	<p>Create a chart categorizing the types of food advertisements commonly seen on the web. Provide students with examples of online food advertising and ask them to place each example in the appropriate category. Discuss.</p> <p>Define target audience and the importance of identifying a target audience in creating effective advertising. Investigate the target audience considerations when designing a</p>	<p>ELA: Have students research and create a persuasive advertisement for a food product using print, web, radio, or television outlets. They can focus on using persuasive language and visual elements to appeal to a target audience. Students can also write a reflection on the communication strategies they used and how they tailored their message for different media outlets.</p>	<p>Computers, printers, display monitors</p>

	<p>communication to the class.</p> <p>Writing prompts: Provide students with writing prompts related to food-related communications for different media outlets and have them write short responses.</p> <p>Summative: Portfolio: Have students compile a portfolio of their food-related communications for print, web, radio, or television outlets. This can include samples of press releases, blog posts, radio scripts, and TV scripts. Presentation: Have students present one of their food-related communications to the class or a panel of judges. Media campaign: Assign students to create a comprehensive media campaign for a food-related topic, including a mix of print, web, radio, and television communications.</p>	<p>food-related communication strategy for radio. Working in small groups, students create a radio ad for a food product of their choice.</p> <p>Ask students to predict upcoming trends in communication. Discuss answers. Provide students with readings from trade publications on trend forecasting in food and advertising. Using information from these sources, students formulate a new approach to food-related communications that would engage a younger audience effectively. Students present their ideas.</p> <p>Create and present a comprehensive food-related communication campaign for a specific food product that integrates elements from print, web, radio, and television outlets.</p>	<p>Math: Have students analyze data related to food consumption trends and create infographics to visually represent the information. They can use statistics on food preferences, dietary habits, or food production methods to create graphs and charts. Students can also calculate percentages and ratios to highlight key points in their infographics.</p> <p>Science: Have students research and create a radio script or podcast episode discussing the science behind food production, nutrition, or sustainability. They can explore topics such as food processing techniques, food labeling, GMOs, or the environmental impact of food production. Students can also conduct experiments or demonstrations related to food science and incorporate their findings into their communication.</p> <p>Social Studies: Have students investigate the</p>	
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			<p>cultural and social aspects of food in different regions or communities and create a series of blog posts or social media content. They can explore topics such as traditional food practices, food rituals, or the cultural significance of certain foods. Students can also research food-related policies and regulations in different countries and discuss how they impact food communication strategies.</p>	
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Key Vocabulary

media, food trends, consumer behavior/audiences, diverse landscape, food industry, engage audiences, storytelling techniques, communication mediums, food related content, target audience, effective communication, goal alignment

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

internships with media outlets, guest speakers, role-playing newsrooms, field trips to media organizations, case study analysis, mentorship programs, student run food media outlets.

CTSO Connection:

FCCLA STAR Event - Professional Presentation, Career Investigation FCCLA National Program - Career Connections

Certification/Credential Connection:

ASK Institute – Concepts of Business Management / ASK Institute – Concepts of Entrepreneurship / Certified Guest Service Professional / Food and Beverage – Skills for Success / ServSafe Food Handler / ServSafe Manager

Topic 3 Title: Communication and Digital Media

Content Standards

3. Critique persuasive marketing strategies used by the food industry to influence consumer behavior.
Examples: food consumption habits of children, youth, and adults
4. Research and report on cross-platform marketing strategies used by food industry companies.
5. Identify marketing challenges facing food businesses and determine their underlying causes.
 - a. Explain how digital media can help food businesses to overcome marketing challenges.

Unpacked Learning Objectives

Students know:

- The various persuasive marketing strategies utilized by the food industry, including but not limited to advertising, packaging, branding, and social media campaigns.
- How these strategies are designed to influence consumer perceptions, attitudes, and purchasing decisions related to food products.
- The various cross-platform marketing strategies utilized by food industry companies, including those employed in print, web, social media, television, and radio outlets.
- The principles behind these strategies and how they are adapted to different media channels to reach diverse target audiences.
- The different types of marketing challenges that food businesses commonly face, such as saturation in the market or supply chain disruptions.
- How to investigate these challenges to uncover their underlying causes, which may involve analyzing market trends, consumer behavior, or industry regulations.
- The various digital media channels available to food businesses, including social media, websites, and online advertising platforms.
- How these channels can be utilized to enhance brand visibility, engage consumers, and gather insights for overcoming marketing challenges such as competition and changing consumer preferences.

Students are able to:

- Analyze and evaluate the effectiveness of persuasive marketing strategies employed by the food industry, considering factors such as target audience, messaging techniques, emotional appeals, and ethical considerations.
- Identify strengths and weaknesses in these strategies and assess their impact on consumer behavior and attitudes towards food products.
- Conduct comprehensive research on cross-platform marketing strategies employed by food industry companies and effectively summarize

their findings.

- Analyze and report on how these strategies are implemented across different media channels to promote food products and engage consumers.
- Identify various marketing challenges confronting food businesses, such as changing consumer preferences or competitive pressures.
- Analyze these challenges to uncover their root causes, employing research methods and industry knowledge to provide insightful explanations.
- Analyze the effectiveness of digital media strategies in addressing specific marketing challenges faced by food businesses.
- Identify appropriate digital media platforms and develop strategies tailored to the unique needs and goals of each business to effectively overcome marketing challenges.

Students understand:

- The principles behind persuasive marketing strategies utilized by the food industry influence consumer behavior.
- Various techniques such as advertising, branding, and messaging are employed to shape perceptions and drive purchasing decisions.
- The importance of critically analyzing these strategies lies in making informed judgments about their effectiveness and ethical implications.
- The concept of cross-platform marketing strategies and their significance in the food industry are crucial for reaching diverse audiences effectively..
- Various media channels are utilized to promote food products and can effectively research and report on these strategies, including their implementation and impact on consumer behavior.
- The complexities of marketing challenges within the food industry, comprehending that factors like shifting demographics, economic trends, and regulatory changes can influence consumer behavior.
- Investigating these challenges to uncover their underlying causes is important for enabling informed decision-making and strategic planning within food businesses.
- Digital media, including social media, online advertising, and content marketing, can be leveraged to address various marketing challenges faced by food businesses.
- The role of digital platforms is crucial in reaching target audiences, building brand awareness, and engaging with customers to drive sales and business growth.

Driving/Essential Question	How do persuasive marketing strategies employed by the food industry impact consumer behavior and shape food consumption habits across different age groups?
Exemplar High Quality Task	Students can conduct a comprehensive analysis and critique of the persuasive marketing strategies utilized by the food industry to influence consumer behavior, with a focus on food consumption habits of children, youth, and adults.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Analyze and evaluate persuasive marketing tactics employed by the food industry to shape consumer behavior, identifying techniques such as emotional appeals, celebrity endorsements, and product placement.</p> <p>Discern the effectiveness and ethical implications of these strategies, considering factors such as target audience, cultural context, and regulatory standards.</p>	<p>Formative: Discussions, exit tickets</p> <p>Summative: Create a new marketing campaign that promotes healthier food choices without using deceptive strategies employed by the food industry.</p>	<p>Engage students with a thought-provoking question: "How do you think food companies use marketing to influence what we buy and eat?"</p> <p>Discuss examples of persuasive food ads or packaging that students have encountered. Present examples throughout history for both enduring food products and short-lived fads.</p> <p>Explain different persuasive marketing strategies used by the food industry through real-life examples. Students take notes using a graphic organizer.</p>	<p>Math: Analyze data, calculating percentages and averages. For example:</p> <ul style="list-style-type: none"> • What percentage of ads for a certain product feature a celebrity? • What is the average number of emotional appeals per commercial? • How often is product placement used in popular TV shows? <p>Create graphs (bar charts, pie charts, line graphs) to visually represent their findings.</p>	<p>Internet access for research Graph paper Calculators Pens/pencils Printed or digital advertisements (videos, images, etc.)</p> <p>computers, digital display monitors, printer</p>

		<p>Address a common misconception: "All healthy-looking food packaging means the product is good for you." Present examples of food products marketed as healthy or natural. Students analyze the nutrition facts and ingredients of these products and determine whether the packaging is misleading or accurate.</p> <p>Show students various food advertisements and packaging, guiding them to identify persuasive elements. Students may use their graphic organizer to help them categorize persuasive techniques.</p> <p>Classify the persuasive marketing strategies used by the food industry as ethical or unethical, providing reasons for your classification.</p> <p>Ask scaffolded questions: "What emotions do you think this ad is trying to evoke?" to "How does this</p>	<p>Social Studies: Study different marketing tactics from 1940 to present in the US. Create a presentation on the different methods used.</p> <p>ELA: Write a short response that identifies how an advertisement utilizes a celebrity endorsement and uses emotional appeal for product placement.</p> <p>ELA: Write a journal entry that reflects on the effectiveness of persuasive marketing, considering the ethical implications of celebrity endorsements.</p> <p>Science: Students will investigate macromolecules of different food products to determine nutritional content.</p>	
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		packaging influence your perception of the product?"		
		Task students to choose a food product, research its marketing campaign, and create a presentation critiquing the persuasive strategies used.		
<p>Conduct research to identify and analyze cross-platform marketing strategies employed by food industry companies.</p> <p>Synthesize findings into comprehensive reports, highlighting key insights and trends in how these strategies are implemented across different media channels.</p>	<p>Formative: Discussion, exit tickets</p> <p>Summative: Research and present a comprehensive report on two cross-platform marketing strategies used by food industry companies, demonstrating an understanding of how to tailor content effectively for different mediums.</p>	<p>Discuss popular food advertisements students have seen recently.</p> <p>Ask students to speculate on why certain marketing strategies are effective in the food industry.</p> <p>Discuss the importance of tailoring content for different platforms.</p> <p>Address the common misconception that one marketing strategy fits all platforms.</p> <p>Instruct students to choose two food industry companies and research their cross-platform marketing strategies.</p> <p>Ask students to create a visually engaging presentation or report</p>	<p>Math: Use percentages and averages to determine which platform has the highest engagement and reach.</p> <p>Math: Present a comparative analysis of performance metrics across different platforms to highlight strengths and weaknesses.</p> <p>ELA: Create a presentation that details how marketing strategies are implemented across different media platforms and their effectiveness.</p> <p>ELA: Synthesize findings in a report that highlights trends in how marketing strategies are implemented across different media channels.</p>	<p>computers, digital display monitors, printer</p>

		detailing the strategies used by each company and how they adapt their messages for different platforms.	Social Studies: Analyze various food product companies and review the marketing strategies put in place. Create a chart analyzing the various differences in the physical media footage.	
<p>Identify marketing challenges encountered by food businesses, such as shifting consumer preferences or increased competition.</p> <p>Analyze these challenges to determine their root causes, which may include factors such as changing demographics or technological advancements in the industry.</p>	<p>Summative: Responses to discussions, Exit tickets. Students can be assessed through a group project where they will choose a real food business and analyze the marketing challenges it is facing, presenting their findings to the class</p> <p>Formative: Exam .</p>	<p>Present a scenario of a food business struggling with marketing challenges and ask what could be causing these issues. Discuss common marketing challenges in the food industry through real-life examples: Health and Nutrition Trends, Food Safety and Recalls, Sustainability and Ethical Practices, Intense Competition and Market Saturation, Changing Consumer Preferences, Digital Transformation and Online Presence, Innovating While Maintaining Tradition, Brand Loyalty and Customer Retention)</p> <p>Present methods for analyzing market trends,</p>	<p>Math: Analyze survey responses using statistical methods to determine shifts in consumer preferences. Calculate mean scores for preference ratings and identify significant changes.</p> <p>Math: Analyze the correlation between demographic changes and sales data to determine how shifts in demographics impact product demand.</p> <p>ELA: Analyze real-world examples of how marketing challenges impact business strategies and decisions.</p> <p>ELA: Create a presentation that outlines root causes of marketing</p>	computers, digital display monitors, printer

		<p>consumer behavior, and industry regulations.</p> <p>Assign students to choose a food business, research its marketing challenges, and write a brief analysis on the underlying causes for each challenge.</p>	<p>challenges and provides recommendations for addressing these challenges.</p> <p>Science: Students investigate different impacts of companies on the natural world (sustainability, ethical practices, environmental impact)</p> <p>Social Studies: Analyze how marketing strategies have changed since 1920 to present. How did the impact of technology change these strategies, how do societal fads impact the changes made by publishers.</p>	
<p>Interpret the role of digital media in addressing marketing challenges within the food industry, highlighting its potential to enhance brand visibility, engage consumers through targeted advertising, and gather valuable insights through data analytics.</p> <p>Articulate strategies for leveraging digital platforms</p>	<p>Formative: Discussions, Exit Tickets</p> <p>Summative: Students can create a digital media marketing plan for a food business, outlining specific strategies to address marketing challenges identified.</p>	<p>Discuss the following question: "How do you think social media can benefit a food business in today's market?"</p> <p>Explain the benefits of adopting digital marketing strategies through examples and case studies. (Examples can include Taco Bell's media campaign, Starbucks'</p>	<p>Math: Track the number of impressions (views) of digital ads across various platforms.</p> <p>Math: Calculate the engagement rate (ER) using the formula:</p> $ER = \frac{\text{Total engagements}}{\text{Total Impressions}} \times 100$	<p>computers, digital display monitors, printer</p>

<p>such as social media, websites, and online advertising to effectively reach and influence their target audience, thereby mitigating marketing hurdles and driving business growth.</p>		<p>mobile app, Whole Foods website with recipes and blogs, Chipotle’s Facebook ads)</p> <p>Pair and Share common misconceptions, such as the belief that traditional marketing methods are more effective than digital media, cost effectiveness of digital vs. traditional media, and diluting brand identity.</p> <p>Provide scenarios for students to develop digital media strategies. Task students with creating a digital media marketing plan for a food business. Guide students through the process of identifying target audience, developing or adapting brand identity for new media, and creating sample marketing materials for multiple platforms.</p>	<p>ELA: Engage in think-pair-share with a partner, discussing a specific targeted advertisement and how it engages its intended consumer.</p> <p>ELA: Develop an outline for a marketing plan and verbally share the rationale with peers, discussing marketing hurdles.</p> <p>Social Studies: Analyze a product using various social media platforms and how the marketing strategies change based on their target audience.</p>	
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Key Vocabulary

media, food trends, consumer behavior, audiences, diverse landscape, food industry, engage audiences, storytelling techniques, communication mediums, food related content, target audience, effective communication, goal alignment, persuasive marketing, emotional appeals, celebrity endorsements, product placement, ethical implications, cultural context, regulatory standards, branding, consumer perceptions, purchasing decisions, cross platform marketing strategies, diverse target audiences, shifting consumer preferences, increased competition, changing demographics, technical advancements, saturation in the market, economic trends, competitive pressures, regulatory constraints, supply chain disruptions, strategic planning, marketing challenges, enhance brand visibility, targeted advertising, brand visibility, engage consumers, changing consumer preferences, digital media strategies, digital platforms

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Internships, guest speakers, role playing, marketing campaign analysis project, field trips, job shadowing, collaborative projects.

CTSO Connection:

FCCLA National Program - Families First, FCCLA STAR Events - Digital Stories for Change, Professional Presentation

Certification/Credential Connection:

ASK Institute – Concepts of Business Management / ASK Institute – Concepts of Entrepreneurship / Certified Guest Service Professional / Food and Beverage – Skills for Success / ServSafe Food Handler / ServSafe Manager

Topic 4 Title: Food Product Development

Content Standards

6. Identify and explain current and future trends forecast by the food industry.
7. Investigate new ingredients and technologies used in creating novel or original food products, and predict the effects of these technologies on the marketability of food products.
8. Create a food product, design its packaging, and develop a marketing and distribution plan.
9. Evaluate the quality of purchased and student-prepared food products, based on taste, texture, aroma, and appearance.

Unpacked Learning Objectives

Students know:

- The methods for identifying and explaining current and future trends in the food industry, including analyzing market research, tracking consumer behavior, and studying emerging technologies.
- The significance of staying informed about trends to anticipate shifts in consumer preferences and market dynamics..
- How to research and identify new ingredients and technologies employed in the creation of unique food products.
- The potential implications of these innovations on the marketability of food items, enabling them to anticipate consumer preferences and market trends.
- How to create an innovative food product, design effective packaging, and develop comprehensive marketing and distribution plans to successfully bring their product to market.
- The concept of food quality evaluation, which involves assessing various sensory attributes of food products, including taste, texture, aroma, and appearance.
- Objectivity in evaluating food quality,through sensory analysis, taste testing, visual inspection and aroma assessment.

Students are able to:

- Conduct research to identify current trends in the food industry, analyze data to understand the factors driving these trends, and articulate their findings to explain both current and projected future trends.
- Evaluate the potential impact of these trends on various aspects of the food industry, such as consumer behavior, product development, and marketing strategies.
- Conduct thorough investigations into emerging ingredients and technologies relevant to food production.

- Analyze the potential impacts of these innovations on the marketability of food products, demonstrating foresight and strategic thinking in adapting to industry changes.
- Create a food product, design its packaging, and develop a marketing and distribution plan to effectively bring the product to market.
- Assess the taste, texture, aroma, and appearance of food products, organize product evaluations, collect and analyze consumer data, and make recommendations for recipe changes.

Students understand:

- Staying informed about current and emerging trends within the food industry is significant.
- They comprehend how to interpret data and market research to identify patterns and anticipate future developments, enabling them to make informed decisions and adapt strategies accordingly in the dynamic food market landscape.
- Staying updated on new ingredients and technologies in the food industry is important.
- These innovations can influence the marketability of food products and are capable of making informed predictions about their potential effects.
- The process of creating a food product includes designing its packaging and developing a comprehensive marketing and distribution plan to successfully launch the product in the market.
- Evaluating food product quality involves assessing taste, texture, aroma, and appearance, employing standardized criteria for fair assessment.
- Through sensory evaluation, they develop critical thinking skills, fostering an appreciation for food quality nuances and enabling informed judgments and recommendations in culinary settings.

Driving/Essential Question	How can the food industry innovate and adapt to current and future trends through new ingredients, technologies, and effective marketing strategies to create high-quality, marketable food products?
Exemplar High Quality Task	Students can work in teams or individually to develop a novel food product, utilizing new ingredients and technologies. They will design the product's packaging, create a comprehensive marketing and distribution plan, and evaluate the product's quality based on taste, texture, aroma, and appearance.

Map of Student Learning by Learning Objective

<p>Unpacked Learning Objective SWBAT</p>	<p>Potential Subtasks for Assessments Formative/Summative</p>	<p>Potential Learning Activities</p> <p>Link to Differentiation Examples</p>	<p>Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities</p>	<p>Equipment, Technology and Materials</p> <p>Equipment List by CTE Cluster</p> <p>Link to Helpful Tech Tools</p>
<p>Identify and explain both current and future trends forecasted by the food industry, demonstrating an understanding of how factors such as consumer preferences, technological advancements, and socio-economic changes influence the evolution of food trends.</p> <p>Analyze data from various sources to recognize emerging patterns and anticipate shifts in consumer behavior and market demands within the food sector.</p>	<p>Formative: Trend Research Journal, Class Discussions, Mini Presentations on individual trends,</p> <p>Summative: Infograph or poster on trends. If doing the high quality task, students include a section on current and future trends that influenced their product development decisions.</p>	<p>4 Corners - Students will rotate through four stations, each featuring a different food trend, and at each station, they will add their agreements or disagreements with the trend before participating in a group discussion to analyze the collected perspectives.</p> <p>Introduce methods for identifying trends: analyzing market research, tracking consumer behavior, and studying emerging technologies.</p> <p>Guided Practice - Provide examples of current food trends and guide students</p>	<p>Math: Analyze the correlation between demographic factors (age, income, location) and preferences to identify key drivers of change.</p> <p>ELA: Create an infographic to visually represent findings and predictions of future trends.</p> <p>ELA: Create an annotated bibliography from sources that discuss emerging patterns and anticipated shifts in consumer behavior and market demands within the food sector.</p> <p>Science: Students will analyze different data sets for tracking trends</p>	<p>Poster paper, sticky notes, computers, presentation monitor.</p>

		<p>in analyzing the factors driving these trends. Research - students will choose one food trend to research, analyze, and present.</p>	<p>associated with the food industry. Social Studies: Analyze historical food trends and how they have been impacted by major historical events such as war and depression.</p>	
<p>Explore emerging ingredients and technologies in the food industry to create innovative food products.</p> <p>Analyze the potential impact of these advancements on the marketability of food products, predicting consumer preferences and market trends to make informed decisions in product development and marketing strategies.</p>	<p>Formative: Journals, mini presentations, case studies.</p> <p>Summative: Using the STAR Event “Food Innovations”, allow students to create a new food and conduct analysis on marketability.</p>	<p>Conduct a mini experiment using new food products. Have students sample products and determine how they would use them, if their peers would like them, and why people would purchase this? (examples - bee pollen or basil pearls)</p> <p>Compare and contrast the effects of traditional ingredients versus new ingredients on the marketability of food products. Create a Venn Diagram to display findings.</p> <p>Formulate a hypothesis on how consumer preferences will change with the introduction of novel food products. Students develop a survey for peers, gather data from the survey, and</p>	<p>Math : Compare the costs of implementing new technologies with the expected increase in sales or market share.</p> <p>ELA: Collaborate in research teams to develop prototype recipes.</p> <p>ELA: Develop a strategic plan which outlines informed decisions predicting consumer preferences.</p> <p>Science: Students use the experimental design process to create and test a hypothesis.</p> <p>Social Studies: Create a historically popular recipe with innovative food products.</p>	<p>Food samples, computers, display monitors, poster paper</p>

		<p>create an analysis chart using this data.</p> <p>Design a marketing strategy to promote a new food product created using cutting-edge technologies.</p>		
<p>Create an innovative food product, design effective packaging, and develop comprehensive marketing and distribution plans to successfully bring their product to market.</p>	<p>Formative: Brainstorming, recipe development logs, design drafts and critiques, marketing plan outline</p> <p>Summative: Project portfolio, final presentation</p>	<p>Show students images of creative food packages found on the internet. Allow these images to jumpstart a brainstorming session for developing a food package.</p> <p>Discuss and research how to market and distribute products. Inform students of packaging regulations, safety concerns, and industry-specific terminology.</p> <p>Students build a prototype food package.</p> <p>Product museum walk - have students display work museum style.</p> <p>Peer review - allow students to give feedback on individual/group products.</p>	<p>Math: Calculate the nutritional content of different recipes to ensure they meet health standards.</p> <p>Math: Calculate the cost of different packaging materials and use cost-benefit analysis to choose the most effective and economical option.</p> <p>Social Studies: Study an innovative food product and create effective marketing for a specific time period.</p> <p>ELA: Work in teams to create an innovative food product, packaging design, and distribution plan to bring the product to market, presenting product development process through Google Slides.</p>	<p>Computers, display monitors, craft supplies.</p>

			<p>Science: Students explore different packaging options and their impact of the safety of the food packaged within them (spread of bacteria, decomposition, etc).</p>	
<p>Evaluate the quality of both purchased and student-prepared food products, assessing them based on criteria such as taste, texture, aroma, and appearance.</p>	<p>Formative: Sensory evaluation worksheets, peer reviews, taste tests</p> <p>Summative: Sensory evaluation practical exam, food product showcase</p>	<p>Invite a local chef to come and demonstrate evaluating the quality of food items.</p> <p>Take a field trip to a local restaurant to meet with the chef on product development.</p> <p>Discuss the sensory input food professionals must evaluate in developing new products. Develop a rubric for evaluating the appearance, flavor, aroma, and texture of food items.</p> <p>Students create their own version of a dish (example: ramen, alfredo, etc) and compare it to store or restaurant versions using the rubric they created.</p> <p>Students participate in a practical exam where they evaluate a series of food</p>	<p>Math: Use statistical tests (e.g., t-tests) to compare sensory scores between purchased and student-prepared food products for each criterion.</p> <p>ELA: Create a sensory evaluation report discussing factors that contribute to the overall quality of food products based on criteria such as taste, texture, aroma, and appearance.</p> <p>Science: Students make qualitative observations of the physical properties of different food dishes.</p> <p>Social Studies: Create a food from a different culture and compare it to the pre-packaged food that is sold in the US.</p>	<p>Food products, kitchen</p>

		products provided by the instructor. They must document their sensory evaluations and justify their assessments based on established criteria.		
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Key Vocabulary

future trends, forecasted, consumer preferences, technological advancements, socio-economic changes, market research, consumer behavior, product development, emerging ingredients, unique food products, consumer preference, strategic thinking, informed predictions, innovative food product, design effective packaging, comprehensive marketing, distribution plans, taste testing, texture analysis, aroma assessment, appearance inspection, sensory analysis

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers, marketing campaign analysis project, field trips, collaborative projects

CTSO Connection:

FCCLA STAR Event - Food Innovations, National Programs - Career Connection

Certification/Credential Connection:

ASK Institute – Concepts of Business Management / ASK Institute – Concepts of Entrepreneurship / Certified Guest Service Professional / Food and Beverage – Skills for Success / ServSafe Food Handler / ServSafe Manager

Topic 5 Title: Food Journalism

Content Standards

10. Summarize the history and evolution of food journalism.
Examples: critic reviews, food blogs, news outlets, social media platforms, video production
11. Justify the position of food journalists who regard food not only as a substance, but also as a cultural phenomenon.
12. Gather and write food-related news content.
 - a. Conduct interviews to collect information for use in writing articles about food.

Unpacked Learning Objectives

Students know:

- The concept of food journalism as a specialized form of journalism focused on reporting, analyzing, and critiquing topics related to food, gastronomy, and culinary culture.
- Key historical milestones, innovators, and developments in food journalism, including the emergence of food columns in newspapers and magazines, the rise of restaurant reviews, and the advent of dedicated food sections in print media.
- The evolution of food journalism alongside broader shifts in media consumption habits and technological advancements, such as the proliferation of food blogs, online food publications, and social media influencers.
- The role of food journalists in documenting and interpreting culinary trends, cultural practices, and societal attitudes towards food, nutrition, and sustainability.
- How food journalism intersects with other fields such as agriculture, food science, nutrition, sociology, and environmental studies, influencing public discourse and policy debates on food-related issues.
- The concept of food journalism as a form of cultural criticism that explores the social, historical, and cultural significance of food beyond its nutritional value.
- The role of food journalists in examining how food reflects and shapes cultural identity, traditions, rituals, and values within society.
- The importance of considering food as a cultural phenomenon in food journalism, acknowledging its power to evoke memories, provoke emotions, and foster connections among individuals and communities.
- How food journalists contribute to broader conversations about topics such as globalization, immigration, identity politics, and sustainability through their coverage of food-related issues.
- The ethical considerations and responsibilities of food journalists in portraying diverse culinary traditions, challenging stereotypes, and promoting cultural understanding and appreciation through their work.

- The purpose of gathering food-related news content, which involves researching, collecting, and synthesizing information about current events, developments, and trends in the food industry and culinary world.
- The importance of adhering to journalistic principles such as accuracy, objectivity, and fairness when gathering and reporting food-related news content.
- Different sources and methods for gathering food-related news content, including interviews with industry professionals, attendance at food-related events, monitoring industry publications and press releases, and conducting online research.
- The purpose and importance of conducting interviews in gathering information for writing about food, which involves obtaining firsthand insights, perspectives, and expert opinions from relevant sources.
- The ethical considerations and standards for professional conduct involved in conducting interviews, including obtaining consent from interviewees, respecting confidentiality, and accurately representing their views and statements.
- How to identify and approach appropriate interview subjects within the food industry, including chefs, farmers, food producers, nutritionists, culinary historians, and other relevant experts.

Students are able to:

- Identify and utilize primary and secondary sources to gather information on the origins and development of food journalism.
- Analyze key events, trends, and milestones that have shaped the trajectory of food journalism over time.
- Synthesize findings into a cohesive narrative that summarizes the history and evolution of food journalism, highlighting significant contributions, shifts in focus, and emerging trends.
- Critically analyze the role of food in society, considering its significance beyond mere sustenance.
- Evaluate the impact of food on cultural identity, traditions, and social interactions.
- Articulate arguments that support the perspective of food journalists who view food as a cultural phenomenon, highlighting its multifaceted roles in shaping communities, identities, and narratives.
- Interact with relevant sources to gather information and quotes for food-related news articles.
- Research current events, trends, and developments in the food industry to gather pertinent information for news content.
- Organize the information gathered from a variety of sources to create a cohesive narrative.
- Conduct thorough research to gather relevant information and data about food-related topics.
- Develop relevant interview questions that adhere to standards of professionalism and engage interviewees in the journalistic process.
- Interview stakeholders to collect firsthand insights and quotes to write clear, concise, and engaging news articles that effectively communicate key information and developments in the food industry to the target audience.

Students understand:

- How food journalism has evolved over time reflects changes in media platforms, consumer interests, and cultural trends.
- The role of food journalism includes documenting culinary traditions, exploring culinary innovations, and critiquing food-related issues.
- The influence of technological advancements, such as the rise of digital media and social networking, on the dissemination and accessibility of food-related content is significant.

- The role of key milestones and figures in the history of food journalism, including influential writers, chefs, and media outlets, is important to acknowledge.
- They gain insights into the impact of food journalism on public perception, culinary practices, and the food industry as a whole through studying the history and evolution of food journalism.
- Food journalists view food as more than just sustenance, recognizing its profound cultural significance and impact on society.
- The role of food in shaping cultural identity, traditions, and practices across different communities and regions is essential to explore.
- How food journalism delves into the cultural aspects of food, exploring its connections to history, ethnicity, religion, and social rituals, is significant.
- The importance of storytelling in food journalism enables the exploration and preservation of culinary traditions and heritage.
- Gathering food-related news content involves identifying relevant topics, events, and trends within the food industry and culinary world.
- The significance of thorough research and fact-checking to ensure the accuracy and credibility of their news content is crucial.
- Engaging storytelling techniques are important to make their food-related news articles compelling and informative.
- The diverse audience interests within the realm of food journalism require tailoring content to cater to different demographics and preferences.
- Conducting interviews is a crucial aspect of gathering information for writing about food, allowing them to obtain firsthand insights and perspectives from various stakeholders in the food industry.
- The importance of preparing thoughtful and relevant interview questions tailored to the specific topic or angle of their food-related writing is crucial.
- The significance of active listening during interviews enables them to capture key details, anecdotes, and quotes that enrich their food-related content.
- The ethical considerations involved in conducting interviews, including obtaining consent, respecting confidentiality, and accurately representing interviewees' viewpoints, are important to uphold.
- By conducting interviews for their food-related writing, they develop skills in research, communication, and journalistic integrity.

Driving/Essential Question	How has the evolution of food journalism shaped our understanding of food as both a substance and a cultural phenomenon, and how can food journalists effectively gather and report on food-related news in a diverse media landscape?
Exemplar High Quality Task	Students will explore the history and evolution of food journalism, understand the role of food journalists in highlighting the cultural significance of food, and develop their own food-related news content through research and interviews. The project will culminate in a multimedia presentation that showcases their findings and original reporting.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Conduct research on the origins of food journalism, exploring historical milestones, key figures, and significant publications that have shaped its development over time.</p> <p>Trace the evolution of food journalism alongside changes in media technology, societal attitudes towards food, and culinary trends, drawing connections between past and present practices.</p>	<p>Formative: Discussion answers, guided reading worksheets</p> <p>Summative: Timeline project. Exam</p>	<p>Set up examples of food reviews from different eras (e.g., newspaper clippings, social media posts). Have students “tour” these reviews and answer the following questions - How do you think food journalism has changed over time? Why do you think food reviews are popular on social media platforms?</p> <p>Guided readings to learn about food journalism. Example articles for base information: History Restaurant Reviewing and 13 Most Influential Food Critics in History</p>	<p>Math: Divide the history of food journalism into distinct periods (e.g., early 20th century, post-World War II, modern era). Calculate the percentage of significant events and figures from each period to understand their relative importance.</p> <p>Math: Use Charts, Venn Diagrams or tables or graphs to demonstrate the correlations between changes in media technology, societal attitudes towards food, and shifts in culinary trends with developments in food journalism.</p>	<p>Computers, printers, display monitors</p>

		<p>Using examples of food journalism pieces, scaffold questioning from identifying different mediums to analyzing their impact. Students may use analytical techniques such as SOAPSTONE to help identify key features of each piece.</p> <p>Create a comprehensive timeline of food journalism. This can be accomplished through various methods: individually or in groups, digitally or manually, using dates provided by the teacher or through student research to discover and fill in the details.</p>	<p>ELA: Create a timeline highlights and summarizes influential events, figures, and publications in the evolution of food journalism.</p> <p>ELA: Create a Venn diagram that compares and contrasts the past and present practices in food journalism, focusing on media technology and societal attitudes.</p> <p>Social Studies: Create a presentation about the history of food journalism.</p> <p>Social Studies: Create a world map with the most popular food journalists on each continent. Use this as a part of a gallery walk.</p>	<p>SOAPSTONE Link</p>
<p>Research and analyze examples of food journalism pieces that explore the cultural significance of food, such as articles on traditional cuisines, culinary rituals, or food-related customs from different cultures.</p> <p>Examine scholarly literature or expert opinions</p>	<p>Formative: Discussion answers, summarizations</p> <p>Summative: Reflective essay</p>	<p>Pair and Share - students share their favorite food and explain why they enjoy it.</p> <p>Discuss how food is more than just sustenance and can represent cultural identity. Ask students to identify foods that have cultural relevance for</p>	<p>Math: Analyze network structures and connections between cultural food practices and their representation in food journalism to uncover patterns and influences.</p> <p>Math: Analyze correlations between cultural food practices and broader</p>	<p>Computers, printers, display monitors</p>

<p>on the intersection of food, culture, and identity, drawing connections between photojournalism and broader cultural studies.</p> <p>View food as a cultural phenomenon in journalism, providing evidence and examples to support the assertion that food reflects and shapes societal values, traditions, and identities.</p>		<p>them, their families, or their community.</p> <p>Guided readings. Present students with articles written by food journalists focusing on cultural aspects of food. Instruct them to summarize their article for the class.</p> <p>Write a reflective essay on the cultural importance of a specific dish or cuisine, citing examples to support their argument. (example: chili and the Chili Queens of San Antonio from the late 1800's to mid 1900's)</p>	<p>cultural or societal trends using statistical measures.</p> <p>Math: Calculate the frequency of occurrence of cultural symbols, practices, and narratives in food journalism articles.</p> <p>ELA: Compile research sources that explore the cultural significance of food, including articles on traditional cuisines, culinary rituals, or food-related customs from different cultures.</p> <p>ELA: Write a research paper that analyzes how food photography captures and represents cultural identities and traditions.</p> <p>ELA: Create a virtual culinary tour of specific cultural food, including recipes and journal articles.</p> <p>Social Studies: Write a magazine article from the perspective of a food journalist in your local town. Address the popular restaurant in town and what they are known to serve.</p>	
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<p>Research current events and trends in the food industry through reputable sources such as news outlets, industry publications, and press releases.</p> <p>Interview chefs, restaurateurs, food producers, or experts in the field to gather firsthand information and quotes for news articles.</p> <p>Develop news articles or blog posts covering topics such as new restaurant openings, food safety recalls, culinary trends, or local food events, ensuring accuracy, clarity, and relevance to the target audience.</p>	<p>Formative: Discussions and reflections on speakers and articles.</p> <p>Summative: Food related news article</p>	<p>Invite a journalist or the journalism teacher to share with the class the steps to create a great food related news article.</p> <p>Use the following article to guide students the writing process - How to Write a Restaurant Review</p> <p>Provide students with sample food-related news articles and guide them through analyzing the structure, sourcing of information, and writing style.</p> <p>Assist students with researching and selecting a food-related news topic of their choice. Instruct students to draft a news article following the structure discussed in class, incorporating quotes or statistics from reputable sources. Scaffold this process by providing a graphic organizer that students may use to format their article and organize their thoughts.</p>	<p>Math: Develop news articles or blog posts covering topics such as new restaurant openings, food safety recalls, culinary trends, or local food events, ensuring accuracy, clarity, and relevance to the target audience.</p> <p>ELA: Research current events and food trends through reputable sources and compile findings into a curated news digest, summarizing key developments and their impact on the industry.</p> <p>Math: Compare new restaurants with existing ones using average customer ratings, prices, and menu diversity.</p> <p>ELA: Conduct structured interviews with chefs, restaurateurs, food producers, or experts and write a brief interview reflection to summarize insights from these interviews.</p> <p>ELA: Write a blog post about either food safety or culinary</p>	<p>Computers, printers, display monitors</p>
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			<p>trends relevant to a particular audience.</p> <p>Science: Students analyze the physical properties, the method of growing, and preparation process.</p> <p>Social Studies: Create a restaurant from a different decade, analyze the popular aspects of that year and the style of business it will be.</p>	
<p>Identify key stakeholders in the food industry such as chefs, food producers, nutritionists, or food critics, to gather insights and perspectives on various food-related topics.</p>	<p>Formative: Discussions, note taking, development of interview questions.</p> <p>Summative: Mock Interview</p>	<p>Engage students with a video clip of a food interview segment and ask them to identify key information gathered during the interview. (example interview - Chef Kobus van der Merwe on foraging and adapting to British produce)</p> <p>Explain the process of conducting interviews step by step, including preparing questions, active listening techniques, and note-taking strategies. Common misconception: Students may think interviews are simply about asking questions, but emphasize the</p>	<p>Math: Compare stakeholders based on quantitative metrics such as the number of publications, social media followers, and awards received.</p> <p>ELA: Conduct an interview with a key stakeholder in the food industry, taking notes on their different perspectives on various food-related topics, such as culinary trends or food sustainability.</p> <p>Social Studies: Analyze the impact that stakeholders have in the food industry. Create a presentation based on the role that each plays.</p>	<p>Computers, printers, display monitors</p>

		<p>importance of listening actively to gather valuable information.</p> <p>Model a mock interview with a student volunteer, demonstrating effective questioning and note-taking.</p> <p>Provide students with sample interview scenarios related to food. Pair students up to conduct interviews with each other.</p> <p>Students will use the information gathered to independently write a short article incorporating the key points discussed in class.</p> <p>Guest speaker panel: Have various local stakeholders share their perspectives on current food related topics.</p>		
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Key Vocabulary:

food critics, food blogs, culinary journalism, food sections in news outlets, social media influencers, culinary traditions, cultural significance of food, societal values, cultural criticism, cultural identity, globalization, immigration, sustainability, food industry updates, new restaurant openings, food events coverage, chef profiles, food policy developments, interview techniques, source selection, question formulation, fact-checking, quotation usage

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers, mock interviews, writing food journalism articles and reviews

CTSO Connection:

FCCLA STAR Events - Career Investigation, Professional Presentation. FCCLA National Programs - Career Connection

Certification/Credential Connection:

ASK Institute – Concepts of Business Management / ASK Institute – Concepts of Entrepreneurship / Certified Guest Service Professional / Food and Beverage – Skills for Success / ServSafe Food Handler / ServSafe Manager

Topic 6 Title: Food Styling

Content Standards

13. Describe specialized tools and technology used by food stylists to create appealing displays.
14. Apply principles and elements of design to create a variety of set environments with visually pleasing composition, including props and accessories, for use in food photography.
15. Plan and create artistic food displays, using a variety of food styling and presentation techniques.

Unpacked Learning Objectives

Students know:

- The various specialized tools used by food stylists to manipulate and enhance the appearance of food, including tweezers, brushes, spritz bottles, and syringes.
- The technology commonly employed by food stylists, such as digital cameras, lighting equipment, and editing software, to capture and enhance images of food for promotional or editorial purposes.
- Different types of props and accessories utilized by food stylists to create visually appealing displays.
- The importance of maintaining food safety and hygiene standards when using tools and equipment in food styling, including proper cleaning and sanitization procedures.
- The fundamental principles of design, including balance, harmony, contrast, proportion, and emphasis, and how these principles can be applied to create visually appealing compositions in food photography.
- How to use props and accessories strategically to enhance the composition and storytelling aspect of food photography, considering factors such as scale, texture, color coordination, and thematic relevance.
- The importance of considering the intended audience and purpose of the food photograph when applying design principles.
- Various food styling techniques used to enhance the visual appeal of food displays, such as garnishing, molding, shaping, and arranging ingredients to create visually appealing compositions.
- Different presentation techniques employed to showcase food in an artistic and appetizing manner, including plate presentation, platter arrangements, bowl displays, and buffet setups.
- The importance of considering color, texture, shape, and form when planning and creating artistic food displays, ensuring that each element complements the overall aesthetic and enhances the visual impact.

Students are able to:

- Research various specialized tools and technologies employed by food stylists in their work.
- Identify and differentiate between different types of tools and technologies used for food styling.
- Describe the functions, features, and applications of specialized tools and technology in creating visually appealing displays for food photography or presentations
- Apply the principles and elements of design relevant to food photography, such as balance, contrast, and symmetry.
- Incorporate various props and accessories creatively to enhance the composition and visual appeal of food photography sets.
- Apply the learned principles and elements of design to create visually pleasing compositions for food photography, ensuring that the final images effectively capture the desired aesthetic and mood.
- Locate examples of food presentation techniques and identify the skills used to create a wide variety of displays.
- Develop creative concepts for artistic food displays, considering themes, color schemes, and visual motifs.
- Utilize a range of food styling techniques to enhance the appearance and presentation of food items.

Students understand:

- Specialized tools and technology are essential components in the arsenal of food stylists, enabling them to craft visually stunning and appealing displays that enhance the presentation of food.
- The role and capabilities of technology in food styling, such as digital image editing software and digital cameras, allow for precise adjustments and enhancements to food photographs to achieve desired visual effects.
- The principles and elements of design serve as foundational concepts guiding the creation of visually appealing compositions in food photography, encompassing aspects such as balance, symmetry, contrast, and color harmony.
- The importance of the aesthetics of set environments when capturing food photographs includes the selection and arrangement of props, backgrounds, and accessories to complement the food and enhance its visual appeal.
- Food styling involves the strategic use of various techniques and presentation methods to create visually appealing food displays that enhance the aesthetic appeal of culinary creations.
- The importance of planning and organization in executing artistic food displays includes selecting appropriate ingredients, arranging them in visually pleasing compositions, and incorporating creative styling techniques.
- They develop the skills necessary to effectively communicate the sensory and aesthetic qualities of food while captivating the viewer's attention by mastering the art of planning and creating artistic food displays.

Driving/Essential Question	How do food stylists utilize specialized tools, technology, and design principles to create visually appealing and artistic food displays for photography?
Exemplar High Quality Task	Students will research and describe specialized tools and technology used by food stylists, apply principles of design to craft visually pleasing set environments for food photography, and plan and execute artistic food displays using various styling techniques, culminating in a portfolio presentation and public showcase of their work.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Research and identify a variety of specialized tools and equipment commonly used by food stylists, such as tweezers, brushes, spray bottles, and food-safe adhesives.</p>	<p>Formative: Discussion, peer evaluation of sample work, vocabulary quizzes</p> <p>Summative: Create a poster showcasing various specialized tools and technology used by food stylists, explaining their purposes and benefits.</p>	<p>Engage students by showing before and after photos of professionally styled dishes. Ask students to discuss what differences they notice between the two images.</p> <p>Show a video demonstration of a food stylist using various tools and technology while discussing their significance (Example: Food Photography Course: Lighting, Styling, Storytelling and More)</p> <p>Ask students to find examples of food styling in advertisements or social</p>	<p>Math: Analyze the survey responses to rate each tool's effectiveness on a scale (e.g., 1 to 5).</p> <p>Math: Calculate mean, median, and mode for each tool's effectiveness rating.</p> <p>Social Studies: Review different tools used by different cultures performing various food preparation techniques. Create a presentation based on at least 6 of them. Write a recipe using these specific tools.</p> <p>ELA: Create an illustrated guide detailing specialized</p>	<p>computers, display monitors, food styling equipment.</p>

		<p>media and analyze the techniques used.</p> <p>Provide students with hands-on experience using tools like tweezers and brushes to arrange small food items Gradually increase complexity of tasks and encourage students to experiment with different techniques</p> <p>Allow students to create their own food display using the specialized tools and technology discussed.</p> <p>Students can create a poster showcasing various specialized tools and technology used by food stylists, explaining their purposes and benefits.</p>	<p>tools and equipment commonly used by food stylists.</p> <p>Science: Students use knowledge of light and shadows to create professional food photographs.</p>	
<p>Identify the principles and elements of design relevant to food photography, such as balance, symmetry, color theory, and texture, through research or instructional materials.</p> <p>Reflect on the effectiveness of different</p>	<p>Formative: Discussion, guided readings, vocabulary quizzes</p> <p>Summative: Assess students through a project where they design and set up a food photography environment, incorporating principles of design and visual</p>	<p>Display pictures of pleasing food arrangements. Discuss what makes them pleasing. The following articles can be used to teach the elements and principles of design, specifically for food photography. The Elements of Design The Principles of Design</p>	<p>Math: Create visually appealing food photographs by applying balance, symmetry, color theory, and texture.</p> <p>Math: Write a brief report on how you applied mathematical principles to achieve balance, symmetry, color theory, and</p>	<p>computers, monitors, printers</p>

<p>compositions in conveying desired moods or messages in food photography.</p>	<p>composition. They will also present their set to the class, explaining their design choices.</p>	<p>Guided reading of the above articles.</p> <p>Demonstrate how to apply design principles by setting up a sample food photography environment. Scaffold questioning to help students understand how each element contributes to the overall composition.</p> <p>Research and analyze professional food photography sets online, identifying the design principles and elements used in each.</p> <p>Students design and set up a food photography environment, incorporating principles of design and visual composition.</p> <p>Gallery walk of student projects. Peer reviews using rubrics provided by the instructor.</p>	<p>texture in your food photography.</p> <p>ELA: Create a visual portfolio that illustrates how design elements, such as balance, symmetry, color theory, and texture, are applied in various food photography examples.</p> <p>ELA: Write a journal reflection that discusses how composition choices convey desired messages or mood in food photography, then share with a partner.</p> <p>Science: Students use knowledge of light and shadows to create professional food photographs.</p>	
<p>Research artistic food displays and presentation techniques by studying examples from professional food stylists,</p>	<p>Formative: Practice session, peer review, teacher feedback</p> <p>Summative:</p>	<p>Engage students with a quick brainstorming session on different ways to present food creatively.</p>	<p>Math: Explore food photography books, magazines, or online portfolios of professional food stylists and culinary</p>	<p>food models, food, garnishing and styling tools, plating accessories</p>

<p>culinary artists, or food photography books and magazines</p> <p>Experiment with different food styling techniques such as stacking, garnishing, molding, or arranging ingredients creatively to create visually striking and aesthetically pleasing food displays.</p>	<p>Design and present an artistic food display.</p>	<p>Demonstrate how to arrange components of a dish to enhance its visual appeal</p> <p>Allow students to experiment with different layouts and styles. Have food and props available (maybe use food models)</p> <p>Have students analyze well styled dishes and identify the components that contribute to the design's appeal.</p> <p>Students plan and create their own unique artistic food displays.</p> <p>Students present their displays, highlighting their styling choices. Invite guest judges to view, critique, and rate the displays.</p>	<p>artists. Make a table noting the principles of design such as balance, symmetry, proportion, rhythm, and elements like color, texture, shape, space, and line.</p> <p>ELA: Create a research journal that provides visual examples and detailed descriptions of how various techniques are used in photography books or magazines.</p> <p>Social Studies: Research various cultural food styling techniques from the Southern area of the US compared to other regions.</p> <p>Math: Use Venn diagrams to compare and contrast various food styling techniques</p> <p>ELA: Document the process and outcomes in a photo essay, analyzing the effectiveness of each technique experimented.</p>	
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Key Vocabulary

food airbrush, culinary torch, food grade tweezers, spray bottles for water and oil, heat guns for melting cheese or browning, composition, principles of design, color theory, texture, scale, balance, contrast, symmetry, aesthetics, garnishing, plate presentation, layering, stacking, props and backgrounds

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers, culminating project of a food display

CTSO Connection:

FCCLA STAR Event - Career Connections, Professional Presentation. FCCLA Skills Events - Knife Skills, Culinary Food Art, Pastry Art Technical Skills

Certification/Credential Connection:

ASK Institute – Concepts of Business Management / ASK Institute – Concepts of Entrepreneurship / Certified Guest Service Professional / Food and Beverage – Skills for Success / ServSafe Food Handler / ServSafe Manager

Topic 7 Title: Food Photography

Content Standards

16. Research and report on various aspects of food photography, including lighting techniques, concept development, working with food, styling a photo shoot, presentation, and editing the presentation.
17. Develop a professional-quality photography setup to create images of food products suitable for publication.
18. Utilize various technologies to edit, layer, and manipulate images to create professional-quality photos of food products.

Unpacked Learning Objectives

Students know:

- Different lighting techniques used in food photography, including natural light, artificial light sources such as strobe lights or continuous lights, and modifiers like reflectors and diffusers, and how each technique affects the mood, texture, and color of the photograph.
- The process of concept development in food photography, which involves brainstorming and planning the overall theme, composition, and storytelling aspects of the photograph to effectively convey the desired message or narrative.
- Techniques for working with food during a photoshoot, including selecting fresh and visually appealing ingredients, preparing food to enhance its appearance and longevity on camera, and ensuring food safety and hygiene practices are followed throughout the shoot.
- Basic editing techniques used to enhance and refine food photographs.
- The essential equipment and tools required to establish a professional-quality photography setup for food photography, including cameras, lenses, tripods, and lighting equipment such as studio strobes or continuous lights.
- How to effectively utilize different types of lighting setups, including natural light, artificial studio lighting, and modifiers like softboxes or diffusers, to achieve desired lighting effects and minimize shadows and reflections in food photographs.
- Techniques for creating a controlled environment conducive to food photography, such as selecting appropriate backgrounds and surfaces, controlling ambient light, and using reflectors or flags to manipulate light and shadows.
- Strategies for styling and arranging food within the photography setup to highlight its visual appeal and unique features,

- The importance of maintaining consistency in lighting, composition, and styling across multiple images to create a cohesive visual narrative and ensure professional-quality results suitable for publication or commercial use.
- The basic principles and techniques of image editing software programs commonly used in the photography industry, such as Adobe Photoshop or Lightroom.
- How to import, organize, and manage digital image files within editing software to maintain an efficient workflow and ensure proper file organization.
- Techniques for adjusting and enhancing various aspects of food photographs, including color balance, exposure, contrast, saturation, and sharpness, to achieve desired visual effects and improve overall image quality.
- Methods for retouching and refining food images, such as removing imperfections, adjusting composition, and enhancing details to create visually appealing final products.

Students are able to:

- Conduct comprehensive research to explore various aspects of food photography, including different lighting techniques and their effects on food imagery.
- Analyze and develop concepts for food photography projects, considering factors such as composition, color palette, and narrative.
- Work with food and to understand its properties and how to manipulate it effectively during photo shoots, ensuring optimal presentation in photographs.
- Select appropriate photography equipment, including cameras, lenses, and lighting gear, to set up a professional-quality photography studio.
- Arrange and configure the photography setup to optimize lighting, composition, and background for capturing high-quality images of food products.
- Compile a portfolio of food photography suitable for critique by peers, instructors, or industry professionals.
- Use feedback and reflections on the process of creating food photography to identify areas of improvement.
- Demonstrate how to navigate and use image editing software proficiently to edit and enhance photographs of food products.
- Demonstrate different editing techniques such as layering, masking, and color correction to manipulate images effectively.
- Utilize advanced editing features and tools to achieve professional-quality results in food photography post-processing.

Students understand:

- Food photography encompasses a range of technical and creative aspects, including lighting techniques, which are crucial for capturing food in its most appetizing form and enhancing its visual appeal.
- The importance of concept development in food photography involves brainstorming ideas, planning compositions, and determining the mood or narrative conveyed through the images.
- The intricacies of working with food in photography, such as selecting fresh and visually appealing ingredients, arranging them artfully, and considering their textures and colors, contribute to creating visually striking images.
- The significance of styling a photo shoot involves arranging props, backgrounds, and settings to complement the food and enhance its aesthetic appeal while adhering to the overall concept.
- Developing a professional-quality photography setup involves selecting the appropriate equipment, including cameras, lenses, lighting

sources, and accessories, to capture high-quality images of food products.

- The importance of setting up the photography environment to control factors such as lighting, background, and composition ensures that the images meet the standards required for publication.
- The significance of creating a conducive atmosphere for food photography contributes to capturing appealing images.
- The technical aspects of operating photography equipment and adjusting camera settings to achieve the desired depth of field, focus, and exposure for professional-quality food images are essential.
- By mastering the setup process, they can produce images of food products that are visually appealing, accurately represent the subject matter, and meet the standards expected for publication in various media outlets.
- Utilizing various technologies involves proficiency in using software applications specifically designed for image editing, such as Adobe Photoshop or Lightroom, to enhance, manipulate, and refine food photos.
- The importance of mastering techniques such as cropping, color correction, and exposure adjustment ensures that food images are visually appealing and accurately represent the product.
- Employing advanced editing tools and features like layering, masking, and retouching can enhance details and create a polished final image.
- By utilizing various editing technologies proficiently, they can produce professional-quality food photos that meet the visual standards required for publication and effectively showcase food products to the intended audience.

Driving/Essential Question	How can food photographers effectively utilize lighting techniques, concept development, styling, and digital editing to create professional-quality images of food products suitable for publication?
Exemplar High Quality Task	Students research various aspects of food photography, including lighting techniques, concept development, food styling, and editing; create a professional-quality photography setup; execute a food photo shoot; and utilize technologies to edit, layer, and manipulate images, culminating in a detailed report, a portfolio of final images, and a presentation of their process and results.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Conduct comprehensive research on various aspects of food photography, including lighting techniques such as natural light, artificial light, and studio lighting setups.</p> <p>Explore concept development in food photography by studying different styles and themes, brainstorming ideas, and analyzing how concepts are translated into visual narratives through composition and subject matter.</p> <p>Experiment with food styling techniques and</p>	<p>Formative: Note taking, exit tickets, vocabulary quizzes</p> <p>Summative: Students will create a detailed report on a chosen aspect of food photography, incorporating information on lighting techniques, concept development, working with food, styling a photoshoot, presentation, and editing. Exam.</p>	<p>Introduce the topic of food photography and ask students what they think makes a food photo stand out.</p> <p>Guided reading on one of the following articles, or another of choice - Creating a Food Photography Narrative, Food Photography Blog</p> <p>Assign students a video to watch and take notes on such as Food Photography</p> <p>Invite a professional photographer or photography teacher to discuss technical aspects</p>	<p>Math: Create charts and graphs to compare and contrast lighting techniques</p> <p>Math: Use Venn Diagram to display similarities and differences in styles and themes</p> <p>Math: Use statistical analysis to identify common patterns and trends in your data.</p> <p>Math: Use decimals and percentages to Resize the image while maintaining the aspect ratio for the intended output.</p>	<p>Computer and display monitor</p>

<p>photography setups, documenting the process of styling a photo shoot from selecting ingredients to arranging props, capturing images, and making adjustments to achieve desired results.</p> <p>Develop skills in post-processing and editing techniques using photo editing software, learning how to enhance food images, adjust colors and contrast, and refine compositions for professional presentation.</p> <p>Compile research findings and practical experiences that covers all aspects of food photography, providing insights, analysis, and examples to demonstrate understanding and proficiency in the field.</p>		<p>of photography and equipment.</p> <p>Provide students with food photography scenarios to analyze and discuss in groups.</p> <p>Scaffold questioning from basic understanding of lighting techniques to more complex concepts like photo editing.</p> <p>Research and report on a famous food photographer, highlighting their signature style and techniques used.</p> <p>Create an infographic about the equipment and techniques used in food photography.</p>	<p>ELA: Create an instructional guide explaining different lighting techniques and how they affect the appearance and mood of food photographs.</p> <p>ELA: Create a visual storyboard that outlines different styles and themes, showcasing example photographs illustrating how these concepts are executed.</p> <p>ELA: Create a photo essay or video tutorial explaining each stage of the process and reflecting on the outcomes.</p> <p>ELA: Create a portfolio showcasing before-and-after examples of edited images, detailing descriptions of the editing techniques and tools used.</p> <p>ELA: Conduct research on food photography and write a journal reflection that synthesizes findings and insights.</p> <p>Science: Students investigate lighting and</p>	
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			editing techniques and their effect on different final products.	
<p>Research and identify essential photography equipment and tools needed for creating professional-quality images of food products, such as cameras, lenses, lighting equipment, and props</p> <p>Experiment with different photography setups and techniques to optimize lighting, composition, and focus for capturing high-quality images of food products, considering factors such as angle, perspective, and depth of field.</p> <p>Document food product images showcasing a range of photography setups and styles, demonstrating proficiency in creating visually appealing and professional-quality photographs suitable for publication in print or digital media.</p>	<p>Formative: Discussion, guided readings and notes, exit tickets, vocabulary quiz</p> <p>Summative: Set up a professional photography setup and capture high-quality images of food products suitable for publication.</p>	<p>Pair and Share and then whole group discussion on “what does a photographer need to set up a food photography studio?”</p> <p>Guided reading through articles such as the following: How to Create a Food Photography Setup in Six Steps, Serious Eats Beginner Guide to Food Photography</p> <p>Provide students with sample food products to practice setting up the photography equipment and capturing images. Start with basic composition techniques and gradually increase the complexity of the tasks to challenge students.</p> <p>Research famous food photographers and analyze their styles. Write a short reflection on how these photographers inspire their own approach to food photography.</p>	<p>ELA: Create a brochure describing each item’s significance.</p> <p>ELA: Document their experiments and results in a photography journal, focusing on angle, perspective, and depth of field.</p> <p>ELA: Create a portfolio that creates visually appealing and professional-quality photographs.</p> <p>ELA: Write a reflection that documents how feedback was used to refine and improve skills in food photography and changes based on feedback received.</p>	<p>Computer and display monitor, items needed for a photography setup - lighting, table and props, backdrops, tripods, camera</p>

<p>Seek feedback from peers, instructors, or industry professionals on the quality and effectiveness of the photography setup and images produced, and use feedback to refine and improve skills in food photography.</p> <p>Reflect on the process of developing the photography setup and creating food product images, identifying strengths, weaknesses, and areas for further development, and setting goals for future improvement.</p>		<p>Students will set up their own professional-quality photography setup using provided equipment.</p> <p>Students will share their favorite image captured during the lesson and explain what techniques they used to enhance it.</p>		
<p>Demonstrate proficiency in using photo editing software such as Adobe Photoshop or Lightroom by completing tutorials, practicing editing techniques, and experimenting with different tools and features.</p> <p>Apply advanced editing techniques such as</p>	<p>Formative: Guided readings. Discussion. Exit Tickets</p> <p>Summative: Students will create a final edited photo of a food product in class using image editing software. They will be evaluated based on the quality of editing, layering</p>	<p>Introduce students to various photo editing programs. These can be as simple as Canva (there is a lesson on photo editing) and Pixlr to Adobe Photoshop and Lightroom. Demonstrate the common and most frequently used elements among various programs.</p>	<p>Math: Calculate the proficiently levels for use of different editing tools</p> <p>Math: Compare and Contrast before and after enhancements in graphic representation.</p>	<p>Computer, photo editing programs</p>

<p>adjusting exposure, color correction, sharpening, and retouching to enhance the appearance of food product images while maintaining a natural and appealing look.</p> <p>Experiment with layering and compositing multiple images or elements to create visually dynamic and engaging compositions, such as combining food images with backgrounds, textures, or graphic elements to add depth and interest.</p> <p>Explore specialized editing techniques for food photography, such as focus stacking to achieve maximum sharpness, background removal or replacement, or adding visual effects to enhance the mood or atmosphere of the image.</p>	<p>techniques, and overall presentation of the image.</p>	<p>Guest Speaker - allow a professional photographer or if the school has a photography studio, invite them to speak to students and demonstrate programs.</p> <p>Guided reading through an article, such as How to Create a Powerful Food Photography Portfolio</p> <p>Provide students with sample food images to practice editing techniques in a step-by-step manner Scaffold activity from simple tasks like cropping to more complex tasks like layering and adjusting colors.</p> <p>Students will bring in their own food product images to edit during class time. Students will apply layering and manipulation techniques learned to enhance their photos.</p> <p>Students will showcase their edited food photos to the class, explaining the techniques they used and</p>	<p>ELA: Write an instructional guide or reflective summary on the learning process and the techniques mastered.</p> <p>ELA: Write a summary that describes how adjusting exposure, color, correction, sharpening, and retouching affect a final image.</p> <p>ELA: Create a step-by-step instructional guide detailing how the process of layering and compositing multiple images to create dynamic compositions.</p> <p>ELA: Create a Google Slides presentation demonstrating specialized image editing techniques, showcasing before and after images to illustrate the impact of each technique.</p> <p>Science: Students use knowledge of color, light, and shape to edit images.</p> <p>Social Studies: Analyze food photography from various magazines and</p>	
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		the impact on the final result	social media platforms from various continents. Create a graphic organizer on the differences of the various photographing techniques.	
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Key Vocabulary

lighting techniques, styling a photoshoot, image editing, visual narratives, professional presentation, food imagery, lighting equipment, reflectors, backdrops, tripods, softboxes, visual narrative, photo editing software (e.g., Adobe Photoshop, Lightroom), layering techniques, image manipulation tools, color correction, retouching features, cropping

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers, creating a portfolio, setting up a photo shoot, using photo editing programs

CTSO Connection:

FCCLA STAR Event - Career Investigation, Professional Presentation. FCCLA National Program - Career Connection

Certification/Credential Connection:

ASK Institute – Concepts of Business Management / ASK Institute – Concepts of Entrepreneurship / Certified Guest Service Professional / Food and Beverage – Skills for Success / ServSafe Food Handler / ServSafe Manager