

Going Green

Marketing Items to Sell at the Fair

**CARS, CRAFTS
AND COMMERCE**

**QUEST 08
ENVIRONMENTAL
SCIENCE**

**STATE FAIR OF TEXAS
CURRICULUM**

The impact of human consumerism can be negative and positive. Many items that people buy make life more convenient, but at what cost? As scientists discovered the hole in the ozone layer - and now continue to track changes in our climate - more legislation is passed to try to combat the negative effects of our convenience items. Take a trip through the stuff for sale at the Fair to see how this legislation has affected how things are sold and marketed.



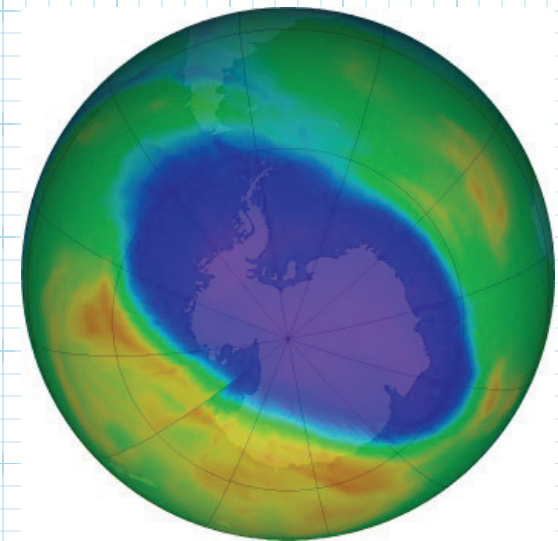
During this Cars, Crafts, & Commerce Quest, you will:

- ★ Analyze marketing at the Fair to see how the green revolution has changed it.
- ★ Document how taxation has changed on products due to environmental legislation.
- ★ Design and build an art assemblage from recycled materials.
- ★ Create an advertisement for one of the green vehicles you see at the Fair.



Standards

- ★ Environmental Science TEKS: 3D, 3F, 9A, 9J, 9K
- ★ Art TEKS: Art I: 1A, 1B, 1C, 2D, 4A; Art II: 1B, 1C, 2A
- ★ ELAR TEKS: E4(15)(D)
- ★ Career Development TEKS: 1A, 8A, 8B



Source: <http://ozonewatch.gsfc.nasa.gov/>

Before You Go

- ★ Introduce and analyze modern day environmental acts with a focus on the Texas automobile emissions regulations, the Clean Air Act, and the Clean Water Act.
- ★ Use this website to track the hole in the ozone layer and compare data to dates that different acts were enacted. <http://ozonewatch.gsfc.nasa.gov/>
- ★ Use the Texas Commission on Environmental Quality website to track how air quality has changed since emission regulations have changed: http://www.tceq.texas.gov/agency/air_main.html
- ★ Discuss what it means to “go green”

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STATE FAIR MAP



Invitation

★ Invite students to bring the listed materials and follow the route, and perform the tasks below at the State Fair of Texas:

Plan Your Route

★ Make your way through the various vendor buildings first
★ Then, see the Auto Show and the Truck Show

Optional Materials to Bring

★ Writing utensil and something to write on
OR
★ A way to digitally take notes



While You're There

The objective of your visit is to observe how items are marketed and note if they include some aspect of "going green."

★ **GOING GREEN:** Pay particular attention to how vendors market goods in relation to the green revolution.

- Make your way through the vendor building.
 - Look at advertising at each vendor.
 - Note where you see words such as green, natural, organic, or other similar words.
 - Note differences in prices for "green"/non-"green" items.
- Spend some time at the car and truck shows.
 - Check out the advertising here as well, looking for the words green, natural, organic, etc.
 - Look closely at window stickers.
 - Note claims about gas mileage.
 - Look for any special taxes that will be added onto the price. If you don't spot any, talk to the vendors at the car shows about what extra taxes might be included or what tax incentives a buyer might get for purchasing certain vehicles.
 - What are some price differences for "green" vehicles vs. non-"green"?

★ **RECYCLED ASSEMBLAGE (ART PORTION):** Collect as many recyclable materials as possible, or take photos of some that you see that you could possibly gather later.

- You'll use these for an art project back at school, so try to make sure they're as clean as possible (or can be cleaned). You don't want a stinky art piece.



After the Fair

When you return to class following your State Fair visit, you will come up with ideas to "go green" based on your Fair observations.

- ★ **Class discussion:** What data did you and classmates collect regarding green advertising, prices on "green" versus non green products, and special taxation on products/vehicles?
- ★ In a group of 3-4 classmates, discuss what accounts for the pricing and tax differences. Brainstorm a plan to help further green incentives and to differ the higher costs of organic or green products.

ART PORTION

Before You Go

For your art project, you will build an assemblage out of materials that have all either been recycled or are recyclable.

- ★ An assemblage is simply a combination of found objects that are grouped in such a way that an artwork is created.
- ★ For this project, however, your objects will be limited to recyclable materials and will reflect the State Fair of Texas.
- ★ Click on this link for a more in depth definition of assemblage and how it began, and to see some examples from art history: <http://www.tate.org.uk/learn/online-resources/glossary/a/assemblage>
- ★ For a great tutorial on how to make adorable “robots” from recycled materials, click here: https://www.artisticartifacts.com/classes/altered_robots.htm



While You're There

See the main portion of the Quest for instructions.

When You Return

- ★ Brainstorm words that remind you of the State Fair.
 - Give yourself 4 minutes, and write down every word that comes to mind
 - Don't stop to think about it.
 - When you are finished, look over your list and start to piece together an idea for a theme for your assemblage.

- ★ Gather your materials, and create your assemblage.
 - Remember, your piece needs to follow the elements and principles of design.
 - Think strongly about color, texture, and balance, and discuss how your assemblage brings these elements together.
 - Also, talk about the meaning behind your work as you present it to the class.
 - What was your inspiration at the State Fair?

ENGLISH PORTION

Make an advertisement for one of the green vehicles that you saw at the Fair.

- ★ Imagine that consumers are not allowed to look at the cars before they purchase one, and instead they have to rely solely on the pamphlet you provide for all of the information they need to make a decision on which car to purchase.
- ★ Follow the instructions below to make your pamphlet:
 1. Use a computer program, such as Publisher, to design your pamphlet
 2. Include the following items:
 - a) Pictures of the vehicle (inside and out)
 - b) Green facts about the vehicle
 - c) Cost
 - d) MPG
 - e) Safety Rating
 - f) Available options (such as color choices)
 3. The purpose of your pamphlet is to make consumers want to purchase your car. You want to persuade consumers to buy your vehicle over all others. Your pamphlet needs to be eye catching, persuasive, and factual. Don't just list the above items; sell them!