

Going Green

Marketing Items to Sell at the Fair

CARS, CRAFTS
AND COMMERCE

QUEST 08
ENVIRONMENTAL
SCIENCE

STATE FAIR OF TEXAS
CURRICULUM

STUDENT EDITION

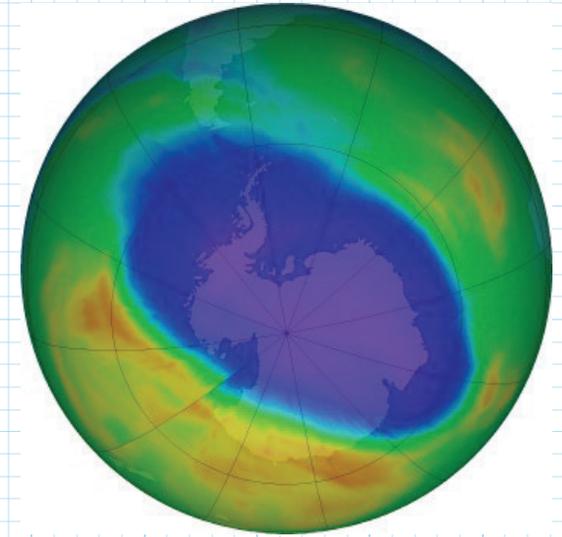
Recap

You will be going to the State Fair of Texas to investigate the types of “green” technology and other Earth awareness efforts and products at the Fair. See if you can find something organic to eat while you’re there!

STATE FAIR MAP



- Recall from your class discussions:
- ★ You should have talked about Texas automobile emissions regulations, the Clean Air Act, and the Clean Water Act.
 - ★ Revisit this website to track the hole in the ozone layer: <http://ozonewatch.gsfc.nasa.gov/>
 - ★ Here’s 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
 - ★ What does it mean to “go green?” Are there some things that you have started to do/can do to help the environment?



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



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

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While You're There

You will use information you gather at the State Fair to help you with THREE project goals:

1. Come up with ideas to “go green” based on your Fair observations.
2. Design and build an art assemblage from recycled materials.
3. Create an advertisement for one of the green vehicles you see at the Fair.

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.

- o 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.
- o 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.
- o 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.



Source: https://www.artisticartifacts.com/classes/altered_robots.htm



Back at School

When you return to class following your State Fair visit, you will work on your three projects. See your teachers for more information.