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

**BIG IDEAS**

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

**Learning Standards**

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| **Curricular Competencies** | **Content** |
| *Students are expected to be able to do the following:*  Applied Design  Understanding context   * Conduct **research** to understand design opportunities and barriers   Defining   * Establish a point of view for a chosen design opportunity * Identify potential users, intended impact, and possible unintended negative consequences * Make decisions about premises and **constraints** that define the design space   Ideating   * Identify gaps to explore as opportunities * Take creative risks to generate ideas and add to others’ ideas to create a  range of possibilities * Critically analyze how competing **social, ethical, and sustainability factors**  impact designed solutions to meet global needs for preferred futures * Prioritize ideas for prototyping and **designing with users**   Prototyping   * Identify, critique, and use a variety of **sources of inspiration** and **information** * Choose an appropriate form and level of detail for prototyping * Plan procedures for prototyping multiple ideas * Analyze the **design for the life cycle** * Construct prototypes, making changes to tools, materials, and procedures as needed * Record **iterations** of prototyping | *Students are expected to know the following:*   * entrepreneurship opportunities * creative ways to add value to an existing idea or product * the evolution and nature of e-commerce * local and global retail e-commerce environments * the **economics of e-commerce** * **revenue models** * development and evolution of the **digital retail environment** * **cyber marketing** concepts and strategies * ethical marketing strategies * **distribution channels** for digital businesses * digitally procured goods and services * digital and cloud-based technologies * **interpersonal and presentation skills** to promote products or services and to interact with potential customers/clients * industry best practices * emerging career options and opportunities in the digital sector and for young entrepreneurs * ethics of **cultural appropriation** and plagiarism |

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**Learning Standards (continued)**

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| **Curricular Competencies** | **Content** |
| Testing   * Obtain and evaluate critical feedback from multiple **sources**, both initially and over time * Develop an **appropriate test** of the prototype * Based on feedback received and evaluated, make changes to product design or processes as needed * Iterate the prototype or abandon the design idea   Making   * Identify tools, technologies, materials, processes, and time needed for development and implementation * Use **project management processes** when working individually or collaboratively to create processes or products * **Share** progress to increase opportunities for feedback, collaboration, and, if applicable, marketing   Sharing   * Decide on how and with whom to share or promote their **product**, their creativity, and, if applicable,  their **intellectual property** * Critically reflect on their design thinking and processes, and identify new design goals, including  how they or others might build on their concept * Critically evaluate their ability to work effectively, both individually and collaboratively   Applied Skills   * Evaluate **safety issues** for themselves, co-workers, and users in both physical and digital environments * Identify and critically assess skills needed related to the project(s) or design interests, and develop specific plans to learn or refine skills over time * Evaluate and apply a **framework** for solving problems and making decisions   Applied Technologies   * Explore existing, new, and emerging tools, technologies, and systems and evaluate their suitability  for design interests * Evaluate impacts, including unintended negative consequences, of choices made about technology use * Analyze the role and personal, interpersonal, social, and environmental impacts of technologies  in societal change * Examine and analyze how cultural beliefs, values, and ethical positions affect the development and  use of technologies on a national and global level |  |