ADOBE FOOD TRUCK CHALLENGE

CLASSROOM IMPLEMENTATION

TIME REQUIRED

This unit is divided into six lessons, each focusing on a different aspect of the challenge. Each lesson is designed to be completed in 1-2 class periods, depending on your schedule and the pace of your students. Remember to adjust the pace and depth of each lesson based on your student's needs and prior knowledge.

OVERVIEW

This lesson plan is designed to guide teachers in implementing the Adobe Food Truck Challenge in their classrooms. It's structured as a series of lessons that will help students develop their food truck concepts using Adobe Express tools.

Materials Needed

- Computers with internet access
- Adobe Express account for each student
- Handouts for each lesson (optional)

INTENDED OUTCOMES

At the conclusion of this session, students will be able to:

- Develop a comprehensive food truck concept.
- Use Adobe Express tools for branding, design and marketing
- Create a professional-quality website for the project components.
- Produce a concise 30-60 second video.

LESSON 1: INTRODUCTION AND CONCEPT DEVELOPMENT

Objective: Students will understand the challenge requirements and begin developing their food truck concept.

ACTIVITIES:

1. Present the challenge guidelines to the class (15 minutes)

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2. Brainstorming session: Students form teams and start developing their food truck concept (30 minutes)
3. Introduction to Adobe Express: Demonstrate basic features and navigation (If your students are familiar with Adobe Express you may not need to use this module) Use DECA and Adobe Branding Series Module 1: Intro to Adobe x DECA (60 minutes)
4. Homework: Research successful food truck businesses and target markets

Teacher Tips

- Encourage creativity and unique ideas during brainstorming
- Emphasize the importance of target market research in concept development

LESSON 2: PLANNING AND MARKET RESEARCH

Objective: Students will develop a comprehensive plan for their food truck concept and conduct market research to support their decisions.

ACTIVITIES:

1. Mini-lesson on business planning and market research techniques (20 minutes)
2. Guided brainstorming: Help students develop key aspects of their plan (30 minutes)
    a. Cuisine type and unique selling proposition
    b. Target market definition
    c. Basic financial considerations (pricing strategy, estimated costs)
    d. Location and competition analysis
3. Introduction to creating mind maps and mood boards in Adobe Express. Use DECA and Adobe Branding Series Module 3: Developing Custom Brand Kits with Adobe Express (30-60 minutes, depending on how familiar your students are with Adobe Express)
4. Work time: Students create a visual plan using Adobe Express (25 minutes)
5. Homework: Conduct local market research (customer surveys, competitor analysis)

Teacher Tips

- Provide templates or guiding questions to help students structure their plans
- Encourage students to think about sustainability and local food trends
- Emphasize the importance of market research in making informed decisions

LESSON 3: BRANDING AND LOGO DESIGN

OBJECTIVE: Students will create a brand identity and logo for their food truck using Adobe Express.

ACTIVITIES:

1. Mini-lesson on branding principles and logo design (20 minutes)
2. Demonstration of Adobe Express logo maker and design tools (15 minutes)
3. Hands-on practice: Students create their food truck logo and brand elements (45 minutes)
4. Peer feedback session (10 minutes)

TEACHER TIPS

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- Showcase examples of effective food truck branding
- Encourage students to create multiple versions and iterate based on feedback

LESSON 4: FOOD TRUCK EXTERIOR DESIGN AND MENU CREATION

OBJECTIVE: Students will design their food truck exterior and create a menu using Adobe Express templates.

ACTIVITIES:

1. Mini-lesson on visual merchandising and menu design principles (20 minutes)
2. Demonstration of Adobe Express templates for truck design and menus (15 minutes)
3. Work time: Students design their truck exterior and create their menu (55 minutes)
4. Progress check-in and teacher feedback (10 minutes)

TEACHER TIPS

- Remind students to maintain brand consistency across all elements
- Encourage creative use of Adobe Express features to make designs stand out

LESSON 5: SOCIAL MEDIA MARKETING AND PROJECT SUMMARY

OBJECTIVE: Students will create a social media post and compile a project summary using Adobe Express.

ACTIVITIES:

1. Mini-lesson on social media marketing for small businesses (20 minutes)
2. Demonstration of Adobe Express social media templates and features (15 minutes)
3. Work time: Students create a social media post and project summary (45 minutes)
4. Team presentations of marketing ideas (20 minutes)

TEACHER TIPS

- Discuss the importance of consistent branding across all platforms
- Encourage students to think about their unique selling proposition for the project summary

LESSON 6: VIDEO CREATION AND FINAL SUBMISSIONS

OBJECTIVE: Students will create their 30-60-second video presentation and finalize all PDF submissions.

ACTIVITIES:

1. Mini-lesson on creating effective short-form video content (15 minutes)
2. Demonstration of video creation tools in Adobe Express (15 minutes)
3. Work time: Students create their 60-second video and finalize PDFs (60 minutes)
4. Final review and submission process (10 minutes)

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TEACHER TIPS

- Emphasize the importance of practicing and timing the video presentation
- Provide a checklist for students to ensure all required elements are included in their final submission

ASSESSMENT

- Formative assessments through progress check-ins and peer feedback sessions
- Summative assessment based on the final project submissions, using the judging criteria outlined in the challenge guidelines

EXTENSIONS

- Organize a "Shark Tank" style presentation where students pitch their concepts
- Collaborate with the school's culinary arts program (if available) to create sample menu items
- Encourage students to create a basic financial projection for their food truck business
- Invite local food truck owners or marketing professionals to provide feedback on student projects

RESOURCES

- Adobe Express tutorials
  - DECA and Adobe Branding Series 2024
- Food truck industry statistics and trends
  - **Food Truck Empire**: The Food Truck Empire blog features industry reports, surveys, and data-driven articles on the state of the food truck market. https://foodtruckempire.com/
  - **The Restaurant HQ:** Top 20 Food Truck Industry Statistics (July 15, 2024)
  - **U.S. Chamber of Commerce Foundation**: Food Truck Nation is a comprehensive study conducted on local food truck regulations, providing useful information on this sector of the economy.
- Marketing and branding resources for food trucks
  - **WebstaurantStore:** Food Truck Marketing Article (last updated 8/1/23)
  - **Crowdspring Blog:** Food Truck Branding: The Definitive Guide (2/26/24)
  - **TouchBistro Blog:** The Total Guide to Writing a Marketing Plan for Food Trucks.
- Video links
  - Food Truck Revolution (7 min)
  - Why Are Food Trucks Taking Over America: National Geographic (2 min)
  - Building a Food Truck Business from the Ground Up (6 min)
  - How to Start a Food Truck Business (25 min)
  - A Day in the Life of… The Taco Truck (12 min)
  - Food Trucks Documentary - Food on Four Wheels (13 min)

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