<table>
<thead>
<tr>
<th>TITLE</th>
<th>LEVEL ONE</th>
<th>LEVEL TWO</th>
<th>LEVEL THREE</th>
<th>LEVEL FOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONCEPT PHRASE</td>
<td>Value of Creativity</td>
<td>Conditions for Creativity</td>
<td>Importance of Creativity</td>
<td>Impact of Creativity</td>
</tr>
<tr>
<td>RATIONALE</td>
<td>Finding out ways that we can be creative helps when we want to design and build something ourselves.</td>
<td>By thinking and acting creatively we can choose and use materials that best meet our needs.</td>
<td>Creativity can provide joy and inspiration to those who create as well as to those who get an opportunity to view, use and/or read the creations.</td>
<td>The use of creative thinking during the design process will assist in enhancing the end result.</td>
</tr>
</tbody>
</table>
| INVESTIGATION INTO | - Fairy Tales  
- Ways to be creative  
- Designing and constructing with different materials | - The design process  
- Creative thinking  
- Construction skills and materials | - Creative writing  
- Design  
- Construction | - Market research  
- Advertising  
- The production process |
| ESSENTIAL QUESTIONS | - How can we be creative?  
- What can we learn from Fairy Tales?  
- How can we design and make things using different materials? | - What do I need to think about in order to be creative?  
- How do I decide which skills and materials I need for a job?  
- What is the best way to design? | - What is creative writing and how can I write in a way that captures the imagination of the reader?  
- How can the design process include creative thinking?  
- What needs to be considered in order to construct a creative design? | - Why is market research important?  
- What makes a good advertisement and why?  
- How do I face the challenges of producing more than one of the same item? |