Suggested Answers for UK Core Scenarios

Students may have other content areas as relevant to their group’s scenario. To ensure that all ten content areas are represented, the answers listed below may be included if no group mentions them.

**New Hope Charter School**
New Hope Charter School is a new charter school in Lexington, KY dedicated to providing a hands-on, highly integrated learning experience to students in Grade K-8. New Hope needs to design a curriculum to optimize this learning, which also reflects the diversity of the community and student population.

What would you need to know or be able to do in order to design a curriculum that prepares New Hope Charter School students to achieve both societal and personal goals?

- **Intellectual Inquiry in the Social Sciences** – This scenario requires the curriculum designers to consider a variety of social situations that students may encounter in the future when simultaneously engaging in activities that the New Hope students find personally rewarding and that might address a societal need.
- **U.S. Citizenship/Diversity/Community** – This scenario requires the curriculum designers to understand historical, societal, and cultural differences so that the curriculum both supports and expands the New Hope students’ community experiences.

**Blue Sky Creative**
Blue Sky Creative is a full-service advertising and marketing agency that works with product companies like shoe companies and soda makers to redesign and market their products. Blue Sky Creative has been hired by the #3 soda company in the US to help design, package, and market a new soda product that would appeal to the 13-27 year old demographic.

What would you need to know or be able to do in order to develop a new soda flavor, find out if people like it, design the package, and sell it to the targeted demographic?

- **Intellectual Inquiry in Creativity and the Arts** – This scenario requires advertising team members to creatively design a product and critically analyze and evaluate the designs to make an advertising choice.
- **Composition and Communication 1** – This scenario requires advertising team members to visually represent their ideas and communicate their decision to company executives and potential buyers.
- **Statistical Inferential Reasoning** – This scenario requires advertising team members to survey the targeted demographic audience and analyze the results in order to make the best decision.

**Louisville New Sherman-Minton Bridge**
The States of Kentucky and Indiana need to replace the rapidly deteriorating and dangerous Sherman-Minton Bridge that extends from Louisville to Indiana over the Ohio River. However, there is more to public infrastructure than just the functional elements. As the design team for the New Sherman-Minton Bridge, you are tasked with developing a design that not only meets the functional and engineering requirements, but also serves as a public art installation and a public community space, while efficiently and safely allowing traffic to cross river.

What would you need to know or understand about the local community and its history, as well as the technical skills and knowledge, to design of this new bridge and communicate that design to the citizens of both Kentucky and Indiana?

- **Intellectual Inquiry in Creativity and the Arts** – This scenario requires the bridge designers to consider creative ways to incorporate art into the bridge design.
- **Composition and Communication 1** – This scenario requires the bridge designers to consider how they would visually present and describe the bridge design in a way that convinces the populations of both states that they were taken into consideration.
• **Composition and Communication II** – This scenario requires the bridge designers to prepare to present solutions should the shared bridge create a public controversy.

• **U.S. Citizenship/Diversity/Community** – This scenario requires the bridge designers to understand historical, societal, and cultural differences between the populations of both states to create a product that satisfies both communities.

**Kansarcana Highway Extension**

Kansarcana needs to build a highway extension. The highway can go through a number of neighborhoods, from the borders of scenic horse farms to historic neighborhoods, through historically African-American working-class neighborhoods to endangered wetlands.

You are tasked with helping the city commission determine an equitable route through the city for the new highway. What skills, knowledge, and activities do you need in order to be able to make a fair and just decision?

• **Intellectual Inquiry in the Social Sciences** – This scenario requires the highway planners to consider social issues when addressing concerns about how to develop infrastructure through a community in a way that considers all members of the community.

• **U.S. Citizenship/Diversity/Community** – This scenario requires the highway planners to consider how they might resolve complex situations that require compromise among multiple community members, including those who may not be as well represented in these situations.

• **Composition and Communication II** – This scenario requires the highway planners to consider how they would present the justification for where the highway extension should go.

**The French Connection**

Things that we take for granted in our society, such as packaging for foods and beverages, are greatly affected by our cultural perspectives and experiences. While design and engineering may seem to be more important in some ways, if you want to make a product that will be appealing to other cultures and societies, you have to think about the broader picture.

You are tasked with developing a boxed wine product to sell to French consumers. What would you need to know or understand about French culture and consumer behavior to develop this product and the marketing plan for it? What skills and knowledge do you need to create these deliverables?

• **Intellectual Inquiry in the Humanities** – This scenario requires the sellers to consider aspects of French culture, particularly as it relates to wine, to include historical and popular culture factors.

• **Global Dynamics** – This scenario requires the sellers to understand that in a multicultural world what is acceptable in one culture may not apply in all situations.

**A Hybrid Choice**

You want to buy a new car and have decided that a hybrid model would be best. You have an idea about one make of car being the best choice, but you’re not entirely sure. You have narrowed the choices down to buying a Honda Insight, Toyota Prius, Chevrolet Volt, or Nissan Leaf.

What core skills would you need to make the best decision?

• **Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences** – This scenario requires the buyer to test the idea that one make is the best choice by collecting information on the choices (through literature and test drives), analyzing the data, and drawing a conclusion based on the evidence.

• **Quantitative Foundations** – This scenario requires the buyer to use the quantitative data gathered in comparing the cars to make an informed decision.