

Cupcake Games Summary

The inspiration for the idea came from the tv program "Cupcake Wars". There is a segment where the contestants have to come up with a thematic cupcake display as a promotion for a company. Our idea was to have a similar task, but for a charity. We liked that it encompassed many areas such as the science of cooking and building a display, the language skills necessary for coming up with a slogan and writing all the information required for the tri-fold information piece. It also required the group to think in terms of design and visual appeal. We also added a competitive game component which required strategy and physical movement. The game portion was at the beginning and was scored to earn extra advantages or to give other teams disadvantages. It also added an extra element of fun and playfulness.

In retrospect, I would have shortened up the games by a bit, and required at least a 15-30 minute period of planning time where the teams all sat down, read the instructions and did some group planning. Also, I would have given more explicit directions on how to make a glaze, as they all immediately added too much liquid, and there was not enough powdered sugar to fix that. That proved to be a frustration. Also, I would have left a little more time at the end to debrief and announce the winners.

Cupcake Games

Your Communication company has been hired to do a promotional campaign for the Richland County Food Pantry. There will be a Charity Fair, and the Food Pantry has hired you to design a table where you will advertise the agency to possible donors. The table *must* have a cupcake display as well as a tri-fold informational board. You also have the *option* of adding extra flare to your display with a video component such as an Imovie or Power Point .

Tip: A good campaign will have a unifying theme.

Your company should choose a “campaign manager”. You should also form four committees: cupcake makers, cupcake display builders, tri-fold board preparers, and presentation team(they will stand at the display table to explain/answer questions from judges. The presentation team should be members of each of the other committees.)

- Cupcakes- Use the recipe to come up with 24 cupcakes. You must use the oven during your assigned baking time. Sign up in the concession stand area for a time. You may embellish your cupcakes with optional add-ins, food coloring and glaze. Cupcakes will be judged on both appearance and quality of bake.
- Cupcake Display Criteria: You should build a display for your cupcakes that is functional as well as attractive. You may use the non-perishable food items that your team brought as well as cardboard, paper, paint, glue and tape. Your display may have one, two or three tiers or levels.

- Tri-fold board:

Upcycle your tri-fold board into an attractive informational display. You may use paint or colored paper as background. Your tri-fold board should contain:

- The name “Richland County Food Pantry”
- A Slogan
- Background information about the Food Pantry
- Statistics about hunger
- Images

The winning agency will receive the Traveling STEAM trophy, a free homework pass good for one assignment in any class, as well as some sweet, sweet locker signs.

Name of Team: _____

Date _____

Rubric for Classroom Cupcake Wars Competition

Judges: Each group was charged with creating a "campaign" to promote the Richland County Food pantry. The groups were to incorporate non-perishable food items in creating a cupcake display. They also had to create an informational tri-fold board. **You may give up to 3 bonus points** to groups who completed the extra challenge of adding a video or Power Point presentation.

Criteria	weight	Professional 4	Practitioner 3	Novice 2	Beginner 1
Display	20%	<input type="checkbox"/> Display follows theme, is outstanding, and appeals to the audience <input type="checkbox"/> Three levels and is very stable	<input type="checkbox"/> Display follows theme but is simple Three Levels	<input type="checkbox"/> Display does not follow theme Two (stable)	<input type="checkbox"/> No Display One (stable)
Use of special ingredient	10%	<input type="checkbox"/> Used secret ingredient and enhances flavor of cupcake	<input type="checkbox"/> Used secret ingredient but not noticeable	<input type="checkbox"/> Used secret ingredient but overpowers cupcake flavor	<input type="checkbox"/> Did not use secret ingredient
Flavor of cupcake	20%	<input type="checkbox"/> Full of flavor, ingredients well blended and moist not dry	<input type="checkbox"/> Good flavor	<input type="checkbox"/> Cupcake over baked and dry	<input type="checkbox"/> Little or no flavor
Tri fold	20%	<input type="checkbox"/> Tri-fold board contains all the required information. It is neat and very visually appealing.	<input type="checkbox"/> Meets most of the criteria and is neat.	<input type="checkbox"/> Has some of the required information. Lacks visual appeal.	<input type="checkbox"/> Mostly incomplete.
Presentation of cupcake	20%	<input type="checkbox"/> Use of decorations enhances cupcake and theme <input type="checkbox"/> Decorations made from scratch and are creative	<input type="checkbox"/> Use of decorations enhances cupcake and theme but are store bought	<input type="checkbox"/> Very few decorations	<input type="checkbox"/> No decorations

Preparedness	10%
Student is completely prepared and is able to answer questions confidently.	Student seems pretty prepared, and is able to answer questions on process.
The student is somewhat prepared, but seems uncertain.	Student does not seem at all prepared to present.

Cupcake Recipe

Ingredients:

1 cup flour

¼ tsp salt

1 tsp. baking powder

¼ cup butter, softened

½ cup sugar

1 egg

½ cup milk

½ tsp vanilla

(makes 12 cupcakes)

Directions:

Oven should be at 375 degrees.

Cream butter and sugar, beat in egg

Add dry ingredients and milk. Beat well and add vanilla.

Put into paper liners and place on baking sheet. Bake for 18 minutes.

Glaze

Make a glaze by mixing powdered sugar (use no more than ½ a bag) and either milk or water to a spreadable consistency.

May add color or flavor.