Computers 7 Course Culminating Task

- The Product of a Lifetime

**The Project**

For this project you will be creating a new product that you will try to sell. The project will consist of 5 parts. The order in which you complete each task is up to you, but there will be check in points where a number of tasks must be completed.

**Tasks**

1. You will create a **magazine ad** on pages (or word) using the shapes and text boxes that we learned about this year. It should show what the product is and should be an attractive ad so that someone who sees it would want to learn more about your product.
2. You will create a **newspaper article** on pages (or word) with appropriate columns, titles, picture and caption. This newspaper article will be a review of your product talking about how amazing it is and how everyone should buy this product.
3. You will create a stop **motion video commercial** that can also include green screen footage for your product. Television commercials are exactly 60 seconds long, so your commercial should be exactly 60 seconds long. It should show how awesome your product is so that if someone saw your commercial, they would want to buy your product immediately.
4. You will create a **financial spreadsheet** on numbers (or excel) to show how much your product costs to make how much you will sell it for and how much profit you will make. You will need to be able to change the number of products sold in one cell and in another cell be able to immediately show the profit.
5. You will finally create a **slideshow presentation** on keynote (or powerpoint) to pitch your idea to the class to show how good your product is. Your slideshow should include your ad, newspaper article and stop motion video on individual slides. Treat the presentation as a business pitch trying to get the class to invest in your product. Also be prepared to switch to your spreadsheet to show how your calculations work.

**Time Frame**There will be two check points along the way before the final presentations.

Check point 1: May 13th at least one of the 5 parts of the project must be complete.

Check point 2: May 20th at least two more (for a total of 3) parts of the project must be complete.

Due date: May 26th we will begin the sales pitch presentations where all 5 parts of the project must be completed.

**Rubric**

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|  | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| Magazine Ad | Little information is given about the product  The ad does not look like a magazine ad | The purpose of the product is partially explained  The ad could be improved aesthetically | Details of the product are clearly presented  The ad looks clean and crisp | The purpose of the product is excellently explained  The ad is beautiful |
| Newspaper Article | The article is not written like a newspaper article  More than five spelling or grammar mistakes | The alignment of the article can be improved  Three to five spelling or grammar mistakes | The article has proper alignment  One or two spelling or grammar mistakes | The article looks like it could be in a professional newspaper  No spelling or grammar mistakes |
| Stop Motion Video | Not a stop motion video  Good length  More than 7 seconds away from one minute | Multiple mistakes in regards to stop motion  Within 7 seconds of a minute | Video runs smoothly with minimal errors  Within 3 seconds of one minute | Pictures aligned to look like a fluid movie  Exactly one minute long |
| Spreadsheet | Proper cost, revenue and profit are calculated with more than two mistakes  Unknown where the calculations are | Proper cost, revenue and profit are calculated with two mistakes  Hard to determine where cost, revenue and profit are displayed | Proper cost, revenue and profit are calculated with one mistake  The spreadsheet makes sense, but could be improved | When an input value is added, the proper cost, revenue and profit are calculated  The spreadsheet is easy to work with due to proper labels |
| Slideshow sales pitch | Very difficult to understand the presentation  Information on the slides should almost all be in the presenter notes  There are slides, but little to no aesthetic appeal has been included | Difficult to understand the presentation at times  Too much information is on each slide  Slides are fairly basic and need more creativity | A clear voice is used to present  Key points plus a little more are on the slides  Slides look good, but transitions and aesthetic appeal could be improved | A clear and concise voice is used in the presentation  Only the key points are on the slide  Slides have smooth transitions and look great |

Notes: