

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 an 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 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 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

Time Frame

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

Check point 1: December 9th at least one of the 5 parts of the project must be complete.

Check point 2: December 18th at least two more (for a total of 3) parts of the project must be complete.

Due date: January 7th we will begin the sales pitch presentations where all 5 parts of the project must be completed.

Rubric

	Level 1	Level 2	Level 3	Level 4
Magazine Ad	<p>Little information is given about the product</p> <p>The ad does not look like a magazine ad</p>	<p>The purpose of the product is partially explained</p> <p>The ad could be improved aesthetically</p>	<p>Details of the product are clearly presented</p> <p>The ad looks clean and crisp</p>	<p>The purpose of the product is excellently explained</p> <p>The ad is beautiful</p>
Newspaper Article	<p>The article is not written like a newspaper article</p> <p>More than five spelling or grammar mistakes</p>	<p>The alignment of the article can be improved</p> <p>Three to five spelling or grammar mistakes</p>	<p>The article has proper alignment</p> <p>One or two spelling or grammar mistakes</p>	<p>The article looks like it could be in a professional newspaper</p> <p>No spelling or grammar mistakes</p>
Stop Motion Video	<p>Not a stop motion video</p> <p>Good length</p> <p>More than 7 seconds away from one minute</p>	<p>Multiple mistakes in regards to stop motion</p> <p>Within 7 seconds of a minute</p>	<p>Video runs smoothly with minimal errors</p> <p>Within 3 seconds of one minute</p>	<p>Pictures aligned to look like a fluid movie</p> <p>Exactly one minute long</p>
Spreadsheet	<p>Proper cost, revenue and profit are calculated with more than two mistakes</p> <p>Unknown where the calculations are</p>	<p>Proper cost, revenue and profit are calculated with two mistakes</p> <p>Hard to determine where cost, revenue and profit are displayed</p>	<p>Proper cost, revenue and profit are calculated with one mistake</p> <p>The spreadsheet makes sense, but could be improved</p>	<p>When an input value is added, the proper cost, revenue and profit are calculated</p> <p>The spreadsheet is easy to work with due to proper labels</p>

Slideshow sales pitch	Very difficult to understand the presentation	Difficult to understand the presentation at times	A clear voice is used to present	A clear and concise voice is used in the presentation
	Information on the slides should almost all be in the presenter notes	Too much information is on each slide	Key points plus a little more are on the slides	Only the key points are on the slide
	There are slides, but little to no aesthetic appeal has been included	Slides are fairly basic and need more creativity	Slides look good, but transitions and aesthetic appeal could be improved	Slides have smooth transitions and look great

Notes: