**Task:** As a team, create a product that solves some problem of your choice. Be creative! After you create your product, you will create a short commercial using iMovie to persuade people to buy your product.

**Project Requirements:**

**Product (35%):** Your product will be assessed on the following elements:

* Your product clearly solves a problem
* Neatness and attractiveness
* Deliberate and creative design
* Creative use of materials and resources
* Effective use of classroom time

**Video Advertisement (35%):** Use iMovie to create a short video advertisement (30 seconds or less) that communicates how awesome your product is. You must include and will be assessed on:

* Original footage
* Music, sounds, and transitions
* Follows filming techniques
* All team members must have a role in the video
* Communicates problem and solution
* Creativity, persuasiveness, professionalism

**Reflection (25%):** Write this individually. This must be legible and you must use good grammar and spelling to answer the prompts thoroughly.

* Tell me about at least one positive thing that happened with this project and how that may have affected your project.
* Tell me about one problem that your group faced, how that may have affected your project, and what you all did to overcome it.
* Looking back, what is at least one thing you could have done to improve on this project?
* What is something Ms. Belton could have done to help you with this project or a material you wish you had to help you complete the project?

**Peer Evaluation (5%):** Were you helpful? A good team member? Did you contribute to the success of your group?

Consider ways to make your product and commercial stand out.

Be persuasive! You want to convince people to buy your product!

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| **Assignment** | **Due Date** | **Grade** |
| Product Proposal Worksheet |  | Classwork |
| Product |  | Quiz |
| Advertisement |  | Project |

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| --- | --- | --- | --- | --- |
| **Name:** | | | | |
| **Partner:** | | | | |
| **CATEGORY** | **4** | **3** | **2** | **1** |
| **Product**  **(35%)**  **Score: \_\_\_\_** | * Is complete * Very neat and attractive. You clearly put in a lot of good work * Much creative and deliberate thought behind the design * Used classroom materials and time very effectively to create your display. | * Is about 75% complete * Fairly neat and attractive. You took time and put in some work * Some creative and deliberate thought behind the design * Used classroom materials and time fairly effectively to create your display. | * Is about 50% complete * It is somewhat neat and attractive. You could have put a little more time into creating it. * A little creative and deliberate thought behind the design * Used classroom materials and time somewhat effectively to create your display. | * Is about 25% complete. * It is not very neat or attractive. * There is very little creative and deliberate thought behind the design of your display. * You did not use classroom materials or time somewhat effectively to create your display. |
| **Product Commercial (35%)**  **Score: \_\_\_\_** | * Original footage follows all video techniques * Relevant music and /or sound * Problem is clear * How product solves problem is clear * Uses transitions well * Is professional, persuasive AND entertaining * Much creative and deliberate thought * Is well made and you clearly put in a lot of good work | * Original footage follows most video techniques * Includes music and /or sound * Problem is fairly clear * How product solves problem is fairly clear * Uses transitions * (2 of 3): professional, persuasive, entertaining * Some creative and deliberate thought * Video is fair and you put in some good work | * Original footage follows some video techniques * Problem is a little hazy * How product solves problem is a little hazy * (1 of 3): professional, persuasive, entertaining * It gets the job done but it could be more creative and thought out. * Video is OK but you could have put in more work | * Original footage follows few video techniques * Problem is unclear * How product solves problem is unclear * Video gets the job done but has very little creativity. * What happened? |
| **Reflection (25%)**  **Score: \_\_\_\_** | * Answers all prompts * Answers all prompts thoroughly * Answers all prompts in complete sentences * Responses show metacognition and are reflective * No grammar/spelling errors | * Answers 3 prompts * Answers 3 prompts thoroughly * Answers 3 prompts in complete sentences * Most (>75%) responses show metacognition and are reflective * Few distracting grammar/spelling errors | * Answers 2 prompts * Answers 2 prompts thoroughly * Answers 2 prompts in complete sentences * Some (>50%) responses show metacognition and are reflective * Some distracting grammar /or spelling errors | * Answers one prompt * Answers 1 prompt thoroughly * Answers 1 prompt in complete sentences * Few (<50%) responses show metacognition or are reflective * Many distracting grammar/spelling errors |
| **Peer Evaluation**  **(5%)**  **Score: \_\_\_\_** | Your team members report that work was evenly shared and you were a valuable team member. | Your team members report that work was fairly evenly shared and that you did what you were assigned. | Your team members report that the work was not evenly divided and that you contributed only when specifically asked. | Your team members report that the work was not evenly divided and that you contributed very little. |