

# PRODUCT ADVERTISEMENT PROJECT

## PROJECT OBJECTIVE

- In groups of 2-3, students will select a product to sell the class. Each group will receive a packet with research questions and complete a storyboard for their product. Students will fill out the research questions about their product using the resources available (surface/laptop and internet). Students will design a poster and logo that represents their product.
- **This is an group project. Student groups are responsible for their packet until the due date.**
- This project can be found on the class website [www.wbmsvideo.weebly.com](http://www.wbmsvideo.weebly.com) >PROJECTS > **PRODUCT ADVERTISEMENT**

## DIRECTIONS FOR YOU!

1. Reference the powerpoint for the Product Project.
2. Allow students to pick groups of 2-3.
3. Group Product Sign Up
4. Pass out packets to each group.
5. Periodically check in with the students to see their progress from day to day.
6. Turn In Day : Groups will turn their folders at the end of the 5th day to the Turn In Bucket.

## GRADING RUBRIC

## GRADING CATEGORY PROJECT

## APPROXIMATE TIMELINE

### DAY 1

- Reference the powerpoint.
- Pick Groups
- Group Product Sign Up
- Pass out packets
- Allow time for questions and working

### DAY 2

- Research and fill out packet

### DAY 3 - 5

- Design Poster
- Design Logo
- Turn in at the end of the 5th day

## APPROXIMATE PROJECT TIME

**5 DAYS**