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| |  | | --- | | **CSH** | | ***Commercial Senior Project*** | | |  | | --- | | http://teach-nology.com/web_tools/rubrics/presentation/female2.GIF | | | |  |  | | --- | --- | | Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Teacher: Mr. Pesca | | | |  |  | | --- | --- | | Date of Presentation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Title of Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | |  | **Criteria** | **Points** | | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | 0-15 | | | |  | | **Creativity of Good or Service** | Did not chose a relevant good or service | It is a current good or service used in its typical way. | | Brand new innovative product or service. | \_\_\_\_/15 | |  | 0-75 | | | |  | | **Commercial Quality** | No commercial was made. | The commercial is incomplete, too short for the number of group members, or not of good quality. | | The commercial is informative, entertaining, and edited. A real finished product. | \_\_\_\_/75 | |  | 0-40 | | | |  | | **Print Ad**  **(Magazine and Billboard)** | No ads were created for presentation to class. | Either only one of the two ads are created or there was insufficient effort given for both. | | Both ads are complete and are creative. | \_\_\_\_/40 | |  | 0-30 | | | |  | | **Presentation of Product** | The presentation is awkward with mistakes and with some members not participation. | The presentation is uneven and does not flow, but is complete. Some members participate more than others. | | The presentation is entertaining, informative, and lively. All of the members play an important role | \_\_\_\_/30 | |  | 0-15 | | | |  | | **Persuasiveness** | Unconvincing in the presentation, commercial, and ads. | The group was somewhat convincing that their product or service is good. May be convincing in some respects and not others. | | The group makes a great marketing team. Profits are no doubt in their future. | \_\_\_\_/15 | |  |  | 0-25 | |  |  | | **Proposal** | Did not submit a formal proposal. | The formal proposal was submitted although missing key information. | | The proposal is clearly well developed. | \_\_\_\_/25 | |  |  |  |  | **Total---->** | \_\_\_\_/200 | | | | **Teacher Comments**: | |  | |

Commercial Project:

For this project you can work in groups of up to 3 people. You will be required to select a good or a service that you will create a commercial for. In addition to a commercial you will be required to create a mock billboard on poster board and a mock magazine advertisement that must be created on the computer. The magazine advertisement does not have to be created using any particular computer program but it must be digitally created. Each group will be pitching their idea to the class infomercial style during the last week of classes. While you may only have up to 3 people in a group, you may have people from other groups, classes, ect. involved in your commercial. You are required to come up with a project proposal that must show significant thought about a number of factors for the good or service. An informal proposal can be handwritten on a sheet of loose leaf for me to review but is not mandatory, but a formal typed proposal is required. For the proposal, write what the product or service is, what the function is, and a basic outline for ideas for potential commercials and advertisements. The proposal should include what the target demographic is for the product, the estimated cost of production of the product (with a list of necessary resources), the planned retail price, and estimated profit per unit. The presentations will be during the last week of school and must be at least 15 minutes long. The length of time can include the showing of the commercial. If you are in a group that crosses multiple periods you must make arrangements to present in all the periods of your group. I must receive a digital copy of both the commercial and the magazine advertisement.