



Name _____

Class Period _____

Product Brochure and Poster (50 points)

The purpose of this assignment is to give the students a chance to show their creativity in designing an advertising poster for the product their group will produce. Students will also design a three-fold brochure they will be able to hand out as additional advertising for their product.

The computer lab in the classroom will be available to students in order to complete the assignment. The classroom digital cameras will also be available for use on this assignment. Students will use a desktop publishing program as well as photo editing software to create their posters and brochures. Students will work individually on this assignment and then each group will decide on a final design that will be produced and displayed around the school. All designs must be completed in a professional manner and promote the group product that is to be produced.

Class time given to complete: Students will be given five class periods to design both of the required projects. Each individual must create a three-fold brochure and a poster in the allotted five class periods. All designs will then be looked at in groups and a final design for each brochure and poster will be chosen.

Students will be allowed to design their posters and brochures to best promote their group project. The poster and brochure must each include a picture of the product. This can be accomplished by using the digital cameras in the classroom and the computer software available in the computer lab. The brochure must include a price for the product as well as a way to contact the group to place an order. The poster should be a creative advertisement of the product with the product name included somewhere on the poster.

Students will be required to print two copies of the brochure and the poster to turn in for this assignment. An electronic copy must be turned in as well on a computer disk. One of the printed copies will be graded; the second printed copy will be used among group members to decide on a final group design. Final designs will then be printed and distributed around the school in order to promote the product students will be building.

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Product Brochure and Poster Grading Rubric

_____ Did the **poster** show what the product was about? (10 Points)

_____ Did the brochure show the **cost** of the product? (10 Points)

_____ Was there a way to **contact** someone about purchasing the product in the brochure?
(10 Points)

_____ Did the brochure have a **picture** of the product? (10 Points)

_____ Was the poster developed **professionally**? (5 Points)

_____ Was the brochure developed **professionally**? (5 Points)

_____ **TOTAL (50 points possible)**