

ASSIGNMENT

Create an invention or offer a service & try to persuade "the Sharks" to buy it:

1. Come up with something that has not been invented (or make something better).
2. Research your product idea. Show how to make/produce it, cost of production, cost for buyers, and overall how it works. Be technical yet understandable.
3. Come up with a marketing strategy to sell your product and convince consumers they need it.
4. Develop a presentation that is persuasive and creative.
5. Keep your presentation at 5-7 min.
6. Follow proper class format.
7. Use visual aids, Power Point, etc. to get your point across.
8. Include a drawing/diagram of your product/service.
9. Turn in all your materials with your folder by your assigned presentation date: **December 13-15, 2017.**
10. Use all of the appeals we discussed in class in your presentation.

Writing - Invention/Pers. - Rubric		Name _____			
Formulate a new invention or updated version of one. Develop a presentation to acquire interest from your peers/shark tank advisors. Follow the guidelines on the reverse side of this hand-out and those below.					
Total Points (from bottom) = _____ /32 Total Points: _____ /100					
Criteria & Point Allotment	Incomplete 0	Poor 1	Fair 2	Average 3	Excellent 4
Appearance/Delivery	None, Not included	choppy, random, no order of events; (pajama-wear)	off topic, but story is evident; holey jeans, sweatshirt	small digressions, one part is out of order; nice shirt, holey jeans	flows like water, organized; dress for success
Time Management	None, Not included	Sat in class, talked instead of working, written 10 min before DUE; 1-2 min	Written the night before, thrown together, minimal class time used; 2-3 min	Some class time used, effort was there but not fully productive; 3-5 min or over 7	Used time wisely, productive, thought and time put into it, both in and out of class; 5-7 min
Research	None, Not included	No evidence of sources; copied idea	Wikipedia; minimal effort for research	Copied idea, bettered it	Evidence of other sources; original idea (not one that exists)
Creativity & Originality	None, Not included	I'm glad that's over	Only one part captivates or creates need for buy-in	Slow start; good finish -OR- Vice versa	Leaves the audience wanting to buy-in throughout or satisfies audiences' needs
Mechanics	None, Not included	No punctuation, capitalization, many lyrical structure errors	Many errors in punctuation, capitalization, and lyrical structure	Some misspelling, some punctuation, capitalization, and lyrical structure errors	Correct spelling, punctuation, capitalization; Correct lyrical structure used
Interactivity	None, Not included	Boring, bland, "Ben Stein"	Boring, but funny, not understood; somewhat annoying (Lindsay Lohan's issues anyone)	A few laughs; roller coaster of attention; awkward pause	Creates a reaction; grabs attention
Visual Aid/Diagram/ PPT	None, Not included	TOO MANY WORDS on ppt; RANDOM; NO pictures	Wordy, pictures are irrelevant to invention/topic	Pictures are poor quality, grainy, PPT is too long/short; creativity could use a freshen up	Detailed picture, schematic, etc.; creative; right amount of words and pictures are relevant; Video optional
Persuasive Appeals	None, Not included	Only if I was half asleep at 2 in the morning watching QVC	Decent, appealing, but could do without - NO real need	I would buy it, but don't know what I'd use it for or if I would use it; Christmas gift? White elephant gift?	I WANT IT NOW; Can I buy in bulk? Ethos, Pathos, Logos all used; language is creative and appealing
Invention	None, Not included	Rip-off; Doesn't work; Pointless; Objects in mirror are larger than they appear (LITERALLY)	Only works for small amount of time; "Batteries not included"; Not child-friendly	Useful, Fun-ish, Eventually gets boring	TASTEFUL; Saves the world, cures cancer, for a reasonable price, doesn't use up natural resources (\$19.99)..BUT WAIT!
Total Points: Add up columns					

Comments: