

Name: _____

Egg Drop Advertising

Success Criteria

In our Structures unit in Science we spent time to construct a device that could withstand the drop of an egg. You took the time to draw out your design and thought about the materials you would need to use and how much it would cost to build it.

For this assignment, you were to design a box that could be found on the shelf at Wal Mart or Toys 'r Us.

On your box you were to:

- On one face of the net will be your cover design
- On another face is the cost and description of your device
- The other faces you are to include such things as:
 1. a bar code
 2. who is the "manufacturer"
 3. user instructions
 4. an advertising message or slogan

Assessment - Media Literacy

Conventions and Techniques

- identify conventions and techniques appropriate to the form chosen for a media text they plan to create, and explain how they will use the conventions and techniques to help communicate their message

4 - clear ideas are communicated

3 - several ideas are communicated

2 - some ideas communicated

1 - few ideas communicated

Producing Media Texts

- produce a variety of media texts for specific purposes and audiences, using appropriate forms, conventions, and techniques

4 - carefully designed

3 - care taken in design

2 - some care taken

1 - little care taken in design