



Unconventional Inventions

Part 1:

Invention:

So, you want to be a millionaire! In order to do so, what doesn't the world have that needs to be invented? What invention would make your day and/or your life easier, safer, more productive, happier, etc? What invention would benefit the world? Your mission during the next month is to invent something. This can be for personal, business or recreational use in the home, the workplace or the world at large, and can be something tangible, or something more along the lines of software. The: Who, What and Where depends, of course, on the purpose and use of the invention. The following must be completed before the Unconventional Inventions presentations:

- An explanation of the invention: its purpose, target audience, price, why it should be produced. (minimum 200 words) 20 points
- A picture or 3-D prototype of the invention 10 points
- A full page magazine ad along with a list of magazines where the product should be advertised (Visual and writing) 20 points
- A 30 second television ad (visual; script) 15 points
- A 30 second radio ad (script) 15 points
- A newspaper article (written for the features or business section) (minimum 200 words) 20 points

Grading Criteria:

- Completion of each of the above segments 30%
- Creativity 20%
- Written material proofread for content as well as spelling, grammar, usage and mechanics 20%
- Advertising/propaganda Techniques (see below): 20%
- Time/Effort 10%

	30 Points	20 Points	20 Points	20 Points	10 Points
Segments					
Creativity					
Proofread					
Techniques					
Time/Effort					

TOTAL: _____

Presentation: you will have 5 minutes to convince the class (and me) of the worth and necessity of your invention.

Presentation Rubric:

	Superior 25	Excellent 23-24	Above Average 20-22	Average 18-19	Below Average 15-17
Persuasive Techniques					
Eye contact					
Enunciation					
Appeal					