



New Product Project Creation Grade



PROJECT OVERVIEW: Working in 3-person devising teams, you are given the task of inventing a brand new product from scratch and developing an advertisement to sell your product. Your New Product Project creation grade will be based on the following components:

- Creatively conceived and effective physical mock-up of product that evidences significant (25 pts.)
- Engaging & appropriate original music and graphic generated as aides to pitch product (25 pts.)
- 3 copies of script generated for performance (10 pts.)

Group Members' Names:

Date & Period:

Production creation criteria. Please note: Finished product/package is to be no smaller than a standard-sized shoebox.

	1-5 points Product is sloppy & evidences almost no effort	6-10 points Product is generally sloppy & evidences little effort	11-15 points Product is so-so & evidences only Mod. effort	16-20 points Product is visually pleasing & evidences solid effort	21-25 points Product is very visually pleasing & evidences exceptional effort
Physical Mock-up of Product:					

Music & graphic design creation criteria. Please Note: Music must run at least 30 sec. minimum. Graphic may be generated using Photoshop, Word, Google Slides, or other such design software but MUST be saved as a pdf in a landscape format.

	1-5 points, music is rushed & not appropriate, graphic absent or poorly created	6-10 points, music is not very thoughtful and/or repetitive. Graphic is rushed and doesn't effectively showcase product	11-15 points, music is somewhat thoughtful/fitting. Graphic is somewhat creative and showcases product a bit	16-20 points, music is quite thoughtful and fitting. Music runs at least 30 sec. Graphic is very creative and showcases product well	21-25 points, music is extremely thoughtful and fitting. Music runs at least 30 sec. Graphic is exceptionally creative and is amazing at showcasing product
Music & Graphic Display					

Exact Score for Physical Mock-Up:

Exact Score for Music & Graphic:

Exact Score for 3-Copies of Script: