

# Economic Product Project

\*\*\*Students will create a NEW, unique product. (Students are being given the chance to be the entrepreneur/producer of their own product). They will need to consider the following questions when designing this product.\*\*\*

- What is the name of your product?
- What does your product do?
- What does your product look like?
- Who are you going to sell the product to?
- Why would people want to buy your product?
- What resources will be needed to make your product? Where will you get these resources from?
- Do you think your product will be a fad or a fortune? Why?
- Who do you think will be your biggest competition?
- Who will endorse your product?
- What will your slogan be?
- How much will your product cost?
- Where will you sell your product?

## Process

1. Students will work in small groups (3-4 members)
2. Students must provide a color drawing of the product for the teacher.
3. Students will create a poster drawing or 3D model of their product to use in a presentation.
4. Students will present their product to the class answering the above questions as part of their presentation. Presentations can be in the form of a commercial, a product demonstration, or an informational presentation.
5. Project is worth 20 points and will be graded based on the rubric on the back of this page.

Name: \_\_\_\_\_

	5 points	4 points	3 points	2 points	0 points
<b>Product</b>	Very creative, original, well thought out.	Imaginative, mostly unique, most questions thought out.	Somewhat creative, not unique, some facts given.	Not very well thought out, product exists already, little information given.	No product created.
<b>Visual</b>	Detailed, colored, gives a clear depiction of the product.	Missing detail or color, gives a view of product but is not clear.	Missing detail or color, cannot determine what the product is/does.	Missing detail and color, cannot determine what the product is/does.	No visual created.
<b>Presentation</b>	Very creative, entertaining, all questions answered.	Creative, entertaining, some questions unanswered.	Somewhat creative, not entertaining, or several questions unanswered.	Not creative, not entertaining, several to most questions unanswered	Did not participate in presentation.
<b>Group Work</b>	Worked well within group, contributed a lot.	Most of the time worked well with the group, contributed.	Some of the time worked well with the group, contributed a little.	Worked with group at times, did not contribute much.	Did not work with group or contribute at all.

Total Score: \_\_\_\_\_ / 20

Group Members: \_\_\_\_\_