

Vehicle Name

As part of design team for a new model vehicle, you must select a name for the model. The name must reflect the vehicle's abilities and one of the assigned SCIENCE CONCEPTS

1. What is the model name of the vehicle?
2. Explain how the model name of the vehicle fits its abilities.
3. Write the advertising slogan to be used to represent and show the vehicle.
4. Create a magazine advertisement showing the vehicle and emphasizing its abilities and name.
5. Explain in at least 2 paragraphs how the slogan and magazine advertisement represent the SCIENCE CONCEPT.

Tattoo or Body Art

You are in charge of developing a tattoo to allow the world to know about one of the assigned TOPICS or EQUATIONS.

1. The centerpiece of the tattoo must be a slogan or phrase as part of the tattoo.
2. The surrounding artwork (minimum of 4 colors) must demonstrate the equation's concept in a real-life situation.
3. The artwork must be suitable for all ages and appropriate for viewing in all social situations.
4. 2 to 3 paragraphs explaining how the artwork represents the equation and the best location of the tattoo on the body must be written underneath the tattoo.

Clothing Line

Your love of SCIENCE and startling fashion sense has you as the owner of a company offering a clothing line named after one of the assigned SCIENCE CONCEPTS.

1. Describe one item from the clothing line and how it represents the SCIENCE CONCEPT.
2. Make an illustration (minimum of 4 colors) of the article of clothing with the logo advertising the SCIENCE CONCEPT. One portion of the logo must use or apply the concept as part of the illustration.
3. Use at least 3 paragraphs to describe how the name of the clothing line will help it sell, how the illustration shows the SCIENCE CONCEPT and how wearing the clothing would help a student learn the science behind the concept.

Box of Colors

As part of a campaign to make SCIENCE more color conscious, colored markers are given names describing both the color and a VARIABLE or SCIENCE CONCEPT.

1. Four basic colors must be used: Blue, Red, Green and Yellow.
2. At least two extra colors must be added to the basic four.
3. Draw each marker with the name of the color and variable/concept on the label (Displacement Red and so on).
4. Write a 3 to 5 sentence description explaining how the color and the variable/concept make a natural fit.
5. Draw the outside of the box with a slogan to entice people to purchase this mix of colors and SCIENCE. A warning label must be included across the bottom of the box.

Concept Bookmark

1. Must be no more than 5 cm wide and 20 cm long.
2. Front must have a picture or illustration representing the assigned concept (at least 4 colors).
3. Front must have a slogan advertising the concept.
4. Back must have the assigned concept
5. Back must describe how the slogan and picture relate to the concept.

Acrostic Poem

An acrostic poem, sometimes called a name poem, uses a word for its subject. Then each line of the poem begins with a letter from the subject word. This type of poetry doesn't have to rhyme.

1. The assigned term or word is written vertically (up and down)
2. Words, terms and concepts related to the term are written horizontally (back and forth) off the letter in the vertical term.
3. An illustration representing the term or word must follow the acrostic poem.
4. 3 to 5 sentences explaining how the horizontal words and terms AND the illustration fit the vertical term or word must follow the illustration.

Toy Design

Apply your knowledge of fun and SCIENCE to design the hottest and best-selling toy of the season. The toy must apply one of the assigned SCIENCE CONCEPTS and not cause serious bodily injury as part of normal use. As part of the campaign to promote sales, the following information must be provided.

1. What is the name of the toy?
2. What is the basic SCIENCE CONCEPT used when playing with the toy?
3. What are the most fun features of the toy?
4. What age group is the toy designed to reach?
5. How will playing with the toy help teach SCIENCE?
6. Make an illustration of the toy being used (minimum of 4 colors) by a happy consumer.
7. Use at least 2 paragraphs to describe the slogan to sell the toy. Part of the slogan must contain an everyday application of the toy's SCIENCE CONCEPT.

PSA – URINAL ADVERTISING

A Public Service Message to be posted above urinals or on the walls of bathroom stalls to be read in 30 seconds or less.

1. The PSA must take NO LONGER than 30 seconds to read when read aloud.
2. The CONCEPT must be identified at least twice during the PSA.
3. The PSA must include at least 5 vocabulary terms or phrases from the current unit.
4. Each vocabulary term or phrase must be highlighted.
5. There must be an illustration (minimum 4 colors) reflecting the concept and message.
5. After the reading of the PSA, there must be a one-sentence declaration of the organization responsible for developing the PSA.
6. Write a 2 to 3 paragraph explanation of how and why the PSA would influence people to better understand the main CONCEPT.