**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_\_\_**

**Name of Invention: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Invention Advertisement – Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Description** | **Total Pts. Possible** | **Self- Evaluation** | **Peer Evaluation** | **Teacher Evaluation** |
| **Name of Invention** | The name of your invention should be in a larger font, and it should “stand out” on your advertisement. | **1** |  |  |  |
| **Slogan/Catch Phrase** | A catchy slogan should draw attention to your advertisement and make people want to read details | **2** |  |  |  |
| **Description of how Invention Works** | Invention should be explained thoroughly and in detail. Be sure to answer the following questions:1. What does your invention do?
2. How does it do it?
3. In what amount of time does it take to work (instantly, over time, etc.?)
4. Why was this invention created?
 | **4** |  |  |  |
| **Description of Target Audience** | 1. What group is being targeted as an audience for this invention?
2. Why does this group need this product?
 | **2** |  |  |  |
| **Picture of Invention** | Picture of invention should be colorful and attractive. It can be hand-drawn, or you may “cut and paste” it. | **1** |  |  |  |
|  | **Total Points:** | **10** |  |  |  |
| **Overall:** This assignment can be completed on the computer or by hand. It should be done on printer/copy paper, or something of a similar size. It should NOT be done on lined notebook paper or on poster board. |