

Name: _____



The Sneaker Scheme



Date Assigned: _____

Date Due: _____

A local business person has asked you to start a new sneaker company. They need your help in marketing their new brand. They want you to create a catchy advertisement so that people will remember the company.

They have asked you to:

- Design a company name
- Design a new sneaker
- Create a slogan for those sneakers
- Create a print ad to market the new sneakers.

You will be required to complete a print ad and answer questions (in full sentences) about your shoes. This work will be passed in on the due date. You will be marketing the final copy to a group of your peers, so be ready to *sell your shoes!!* Your peers will be evaluating your presentation.

Name: _____

Sneaker Advertisement Questions

- 1. What is your company name?**
- 2. What are the sneakers called?**
- 3. What is your slogan?**
- 4. Why did you create that slogan?**
- 5. Who are you marketing to? (name specific groups of people)**
- 6. How are you marketing to them? What tactics are you using from your "Just Sell it!" Sheet**
- 7. Why should people buy your sneakers?**
- 8. Why did you create your advertisement the way you did? (what does your picture represent?)**

Sneaker Advertisement Rubric

Criteria	4	3	2	1
Question Completion	All questions are thoroughly completed with well thought out answers	7-8 questions are completed and/or some answers have general information	4-6 questions are completed and/ or most answers contain general information	Fewer than 3 questions are completed and/or answers have little relevance to topic
Advertisement	Sneaker Advertisement contains all elements (hand drawn sneaker, slogan, company name). Ad is well laid out and catches the viewer's attention.	Sneaker Advertisement contains all elements (hand drawn sneaker, slogan, company name) and/or is visually appealing.	Sneaker Advertisement contains 2 elements (hand drawn sneaker, slogan, company name) and/or may not be visually appealing.	Sneaker Advertisement contains 1 element (hand drawn sneaker, slogan, company name) and/or is not particularly appealing to the viewer
Grammar & Spelling (Conventions)	Writer makes no errors in grammar or spelling that distracts the reader from the content.	Writer makes 1-2 errors in grammar or spelling that distracts the reader from the content.	Writer makes 3-4 errors in grammar or spelling that distracts the reader from the content.	Writer makes more than 4 errors in grammar or spelling that distracts the reader from the content.
Capitalization & Punctuation (Conventions)	Writer makes no errors in capitalization or punctuation, so the paper is exceptionally easy to read.	Writer makes 1 or 2 errors in capitalization or punctuation, but the paper is still easy to read.	Writer makes a few errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.	Writer makes several errors in capitalization and/or punctuation that catch the reader's attention and greatly interrupt the flow.
Presentation	Chooses to present sneaker advertisement in a creative way that captures the essence of the written portion of their project. Appropriate volume and rate of speech.	Uses appropriate volume and rate of speech (not too fast or slow). Holds up advertisement to show class. Able to clearly express thoughts and ideas.	Low/ too high volume and/or rate of speech (is too fast or slow). Forgets to hold up advertisement to show class. With prompting, able to express thoughts and ideas.	Inappropriate volume and/ or rate of speech. Is not prepared for presentation and does not have materials to show class. Requires teacher support to express thoughts and ideas.

Final Mark: /20 **Scores:** 4= 18-20 3= 15-17 2= 10-14 1= 0-9

Completed Peer Evaluation Sheet? _____ YES _____ NO

Participation in responding to presentations: _____ YES _____ NO

Student Comments:
Teacher Comments:

Grade 6 Language Arts Outcomes:

9.1 create written and media texts using an increasing variety of forms

9.2 address the demands of an increasing variety of purposes and audiences: -make informed choices of form, style, and content for specific audiences and purposes

10.1 select from a range of prewriting, drafting, revising, editing, proofreading and presentation strategies to develop effective pieces of writing and other representations

10.2 use conventions of written language in final products

2.4 engage in, and respond to, and evaluate a variety of oral presentations and other texts

2.1 contribute to and respond constructively in conversation, small-group and whole-group discussion

1.4 listen carefully to others' ideas or opinions and points of view

Art:

6.2 examine the role of the media and discuss their effects on their lives and the lives of others

2.1 work independently and collaboratively to apply learned skills, solve problems, and respond to experiences and ideas

5.2 demonstrate the ability to articulate their responses to works of art

4.2 show appreciation of individual differences in artwork

D 3.1 examine the role of the media in shaping and reinforcing lifestyle values and practices