

2018 Culminating Activity

Final "Group" Assignment: Toothpaste Promo

Students: _____, _____, _____, _____, _____,

		Level 4 Demonstrated a very high understanding of concepts and exceeded expectations	Level 3 Demonstrated a high understanding of concepts and met expectations	Level 2 Demonstrated considerable understanding of concepts, nearing expectations	Level 1 Demonstrated limited understanding of concepts and ideas	Not completed	
#1 Company Profile	• Detailed, fictitious history for your company	5	4	3	2	0	
	• List other projects your advertising company is working on	5	4	3	2	0	
	• Proposal explaining your choice of flavour & TM explanation	5	4	3	2	0	
	• Typed, proper length and professional and well formatted	5	4	3	2	0	___ /20
#2 Logos	• 2 full colour, creative logos at proper size, 5" by 5", CMYK & 300 DPI	5	4	3	2	0	
	• Logos will look good in Black & White or in colour	5	4	3	2	0	
	• Logos will look professional at whatever size they will be used at, are self contained with no jpgs or photographic elements	5	4	3	2	0	
	• Adheres to good design sense	5	4	3	2	0	___ /20
#3 Full Page Magazine Ad	• Proper setup 8.5" by 11" at 300 DPI, CMYK	5	4	3	2	0	
	• Features the toothpaste as the central focus and directed at TM	5	4	3	2	0	
	• Adheres to good design sense including images that look good at 100% Your own photography is a plus and will get you a higher mark	10	8	6	5	0	___ /20
#4 Audio Commercial	• Exactly 30 seconds and directed at your target market and radio appropriate	5	4	3	2	0	
	• Original and includes suitable music/dialogue and is SFX	5	4	3	2	0	
	• Includes a full, complete script in proper format that is well written	10	8	6	5	0	___ /20
#5 Website	• Contains at least 4 detailed, attractive, well-designed pages	10	8	6	4	0	
	• Includes a brief description of your chosen flavor and great graphics	5	4	3	2	0	
	• Well organized files, creative and professional site	5	4	3	2	0	___ /20
#6 Flash	• 10-15 second creative animation with the toothpaste logo and the DENTALCORP logo at the very end.	10	8	6	5	0	
	• 5 professional executed motion tweens	5	4	3	2	0	
	• frame by frame animation.	5	4	3	2	0	___ /20

Total Mark: /

This project is worth 15% of your overall mark and is due by **January 24, 2017**.