

## **My nanoparticle: Student ad project**

### **Purpose:**

Students will create a short magazine, newspaper, radio, or TV ad that describes a specific application of nanotechnology. These ads will be displayed and shared with your classmates.

### **Process:**

1. Read over the assessment rubric for this project (on the back or next page). If you have any questions, please ask them.
2. Work with your group to select an application of nanotechnology that you find interesting. You may simply do a Google search for applications of nanotechnology or you may use the web link provided.
3. Submit your selection, in writing, along with a brief explanation of why you chose that application to your teacher tomorrow for approval. See ad criteria below.
4. Create an ad to promote your approved topic.
5. Be ready to share your ad in class.

### **Ad Criteria:**

- Advertising is expensive, so in order to keep costs reasonable you must limit the size of your ad to the following criteria.
  1. Magazine or newspaper ads should be no longer than ½ page
  2. Radio ads or jingles should be no longer than 1 minute
  3. TV ads should be no longer than 30 sec.
- In order for an ad to be affective, it must clearly present information. Your audience wants to know how chemistry is involved in the technology and why it works better because of nanotechnology.
- Your ad must include a list of sources in MLA format. These should be included on the back of the paper ads and at the end of video ads.

### **Web Resource:**

<http://www.nanotechproject.org/inventories/consumer/browse/>

**My nanoparticle ad assessment rubric: 28 pts**

	4	3	2	1
Application and explanation	Submitted on time with a clear, logical explanation in complete sentences. See step 3 of process.	Submitted on time with an unclear or illogical explanation in complete sentences.	Submitted on time with an explanation in incomplete sentences.	Submitted late.
Grammar, cut and paste	Ad contains correct grammar. Material is presented in student's words.	A few errors in grammar or some material simply cut and pasted.	Project contains several grammar errors or cut and pasted.	Project is cut and pasted or full of grammatical errors.
Aesthetics	Ad is attractive, neat, and easy to follow.	Ad is attractive and relatively neat and easy to follow.	Ad is difficult to follow.	Ad is messy and difficult to understand.
Benefits	Ad clearly explains the benefits of nanotechnology in this application.	Ad addresses benefits, but lacks depth of understanding.	Ad barely addresses benefits.	Ad does not address benefits of nanotechnology to this application.
How	Ad clearly explains how the nanoparticles are incorporated into this product.	Ad explains how nanotechnology is used in this product with some lack of clarity.	Ad attempts to explain how nanotechnology is used, but is unclear.	Lack of information to describe how nanoparticles are being used.
Creativity	Ad is very creative and innovative so that others will want to pay attention to it.	Ad is creative and most will want to pay attention.	Ad is less than creative so only some will pay attention.	Ad is ineffective for attracting attention.
Sources cited	At least 4 sources are neatly cited in MLA format on the back of paper ads or at the end of video ads.	Sources are jotted down, but not in MLA format.	Less than 4 sources are cited.	Sources are not included.