Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Class:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Invention Infomercial Project**

**Instructions:** In this chapter we will be studying new innovations that improved life and the industrial capacity of the United States. Your task is to create your own modern day invention, or replicate and advertisement for an invention from the Industrial Age 1870-1905. You can select any of the following video editing programs. IMovie, Windows Movie Maker.

Your Invention Infomercial must meet the following Criteria

* Realistic ( Can it actually be created in 2015)
* Affordable (Will people buy it at your price)
* New or innovative ( It cannot already be created)
* Needed or wanted by a large group of the population (Demand should be high)
* Identify a target audience
* Advertising Strategy
* Video should not exceed 3 min in length

**Rubric**

|  |  |
| --- | --- |
| **Realistic** | **1/\_\_\_\_\_\_\_\_** |
| **Affordable** | **1/\_\_\_\_\_\_\_\_** |
| **New** | **1/\_\_\_\_\_\_\_\_** |
| **Wanted by target audience** | **1/\_\_\_\_\_\_\_\_** |
| **Advertising Strategy** | **1/\_\_\_\_\_\_\_\_** |
| **Creative** | **5/\_\_\_\_\_\_\_\_** |
| **Video Quality** | **5/\_\_\_\_\_\_\_\_** |

**Total: \_\_\_\_\_\_\_\_\_/15**