

“Ooey Gooey Fun! But can we sell this stuff?”

Advertising Poster Rubric

You and your partner work for No Name Toy Company and have designed and modified a polyvinyl acetate polymer that has fun properties similar to Silly Putty®. Your job is to now create a poster that advertises your new toy.

The posters will be worth 15 points and will be graded according to the following rubric:

1. Formula of PVA (polyvinyl acetate) is included somewhere in poster design (3pts) _____
2. Catchy name for the product (3pts) _____
3. Advertisement is eye catching and colorful (3pts) _____
4. Poster includes at least 3 pictures (drawn or attached) of polymer and uses (3pts) _____
5. Price and calculated profit margin is included for an individual unit. Put profit margin for each unit on the back of the poster as this information wouldn't be on an advertisement. Show any calculations or conversions that you used to determine your margin. (3pts) _____