NASA INNOVATIONS

**Assignment:** Create a publisher advertisement spread that highlights a product that was originally developed by NASA or for NASA that we now use in everyday life.

**Resources:** You may use any website, as long as you cite the source, but two good ones are NASA spinoff (also available as an app) and NASA Robonaut.

Be creative!- use a slogan, testimonials – tongue in cheek humor is acceptable.

**Limitations:** Velcro and Memory Foam cannot be used.

Must have a different product than others in the same class

**Grading Scale:**

10pts Created in publisher or other teacher PREapproved format

50pt Content:

Content needs to be accurate. You need to double check that items were not developed prior to NASA. (many things used early in early NASA history were developed for WW2)

Content must also include:

At least 1 picture (remember this is an ad spread)

Original purpose for product/why it was developed

General history – who developed it, when

How it impacts society

Slogan or Testimonial

10pts Neatness and Creativity.

Must be in color

Ad needs to cover all of marketable space

Publisher content not needed should be eliminated (phone #s, etc)

10pts Work Ethic

Time given in class is being used for the assignment. You can show progress and nearly complete work by the end of allotted class time.

10pt Presentation --20sec to 40sec (like a commercial)

You know your product well enough to not read off paper

Loud, clear speaking voice with good posture

Interests the audience – feel free to be creative