



FIRST AND LAST NAME

DATE

SUBJECT

CLASS/HOMEROOM

Educational Technology 101

Computer Store Advertisement Creation - RAFTS Project

JUMP TO CATEGORY Weekly Deals JANUARY 13-19, 2013

MAKE THE UPGRADE TO WINDOWS 8
WITH THESE HOT PRICES

[LEARN MORE](#) Windows 8

VISION TOP DEAL

★★★★★ (1 reviews)
Toshiba - Satellite 15.6" Laptop - 4GB Memory ~...
SKU: 7334096 **\$279⁹⁹**

18 MONTH FINANCING

SAVE MONEY BY PAYING NO INTEREST ON STOREWIDE PURCHASES \$429 & UP IF PAID IN FULL IN 18 MONTHS

Interest will be charged to your account from the purchase date if the purchase balance is not paid in full in 18 months or if you make a late payment.

[LEARN MORE](#)

VISION TOP DEAL

Samsung - 15.6" Laptop - 4GB Memory - 500GB...
SKU: 7117152 **\$369⁹⁹**

VISION TOP DEAL

HP - Pavillion 17.3" Laptop - 4GB Memory - 500GB...
SKU: 7335059 **\$379⁹⁹**

8 COOL THINGS ABOUT WINDOWS 8

Meet the new Windows. Here's a quick video rundown of some of its best features.

For this project, you are going to act as head advertisement designer for a fictional computer store. You are going to design an advertisement like the one above to persuade people to buy your computer products. As you create your ad, you will show your understanding of important computer-related vocabulary terms. This project will require that you plan carefully, draw creatively, and write persuasively. Do you have what it takes?

What's your Role ?	Head Advertisement Designer
What's your Audience ?	Possible customers
What's your Format ?	Weekly newspaper insert ad (paper version)
What's your Topic ?	Sale at your computer store
What's your Strong Verb ?	Persuade

Project Requirements

- Use of **at least 10 vocabulary words**
- **A store name** with your name in it (like “Irvan’s Wholesale Electronics Store”)
- **4 different products for sale** (combination of desktop computers, laptops, other hardware parts, other computer-related electronics, like USB devices)
 - Image for each product
 - Caption box explaining each product
- **Logical prices** – use the Internet to find out what reasonable prices are for different products

Interested in Extra Credit?

Earn by showing extra knowledge and creative detail. For example, you might look up examples of hard drive sizes or other hardware (RAM, processor, etc.) to include in your ad. You might include other creative details that a store would include (like information on delivery or a special store credit card).

Mini-Rubric

	5 points	4 points	3 points	2 points	1 point
Information Detail and Accuracy	Uses more than 10 vocab words accurately, highly detailed captions (3 or more sentences), all vocab underlined; prices are all accurate	Uses 8-10 vocabulary terms accurately OR uses 10+ with slightly less detail in caption boxes, though mostly effective; may have one inaccurate price or some vocab not underlined	Uses 6-7 vocabulary terms accurately OR uses 8+ with less detail in caption boxes, somewhat effective; may have two inaccurate prices	Uses 4-5 vocabulary terms accurately but either has several errors or is highly incomplete	Highly incomplete with little effort and/or accuracy
Design Quality and Effort	Title, images, and layout are very neat, organized, and accurate. There is careful attention to detail with images and labeling. It is clear there was impressive effort to create the ad.	Mostly effective title, images, and layout include labeling. Slightly less detail than 5-point work but fairly strong.	Some effective images and layout elements but more than one significant error or noticeable lack of effort in some area	May have some elements that are done properly, but either is fairly incomplete or sloppy with poor attention to detail and effort	Highly incomplete or sloppy with little effort

Extra Credit (up to 3 points) may be given for extra research and detail beyond what has been taught in class. Thus the most hardworking scholars could earn up to 130%! (13/10)

What might your advertisement look like? Here's an example by Mr. Ivan.


Time to Buy!

Ivan Computer Warehouse

Located at
207 W 133rd St
in Harlem

SALE!

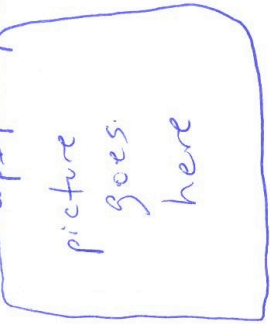
Dell Inspiron One 23
Desktop Computer



\$649⁹⁹

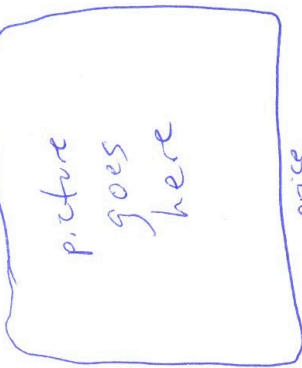
This fantastic desktop comes with the Windows 8 operating system. The monitor is an impressive 23" and the computer case is thin so it won't get in your way. A great computer for students.

MacBook Pro with Retina Display
Laptop Computer




price

Toshiba Canvio 500 GB
External Hard Drive



price

Samsung Galaxy Tab 2
Tablet Computer



price

picture goes here

caption w/ vocab here

picture goes here

caption w/ vocab here

Sale expires 1/25, so don't wait!

3

More Examples to Help You Visualize

Know-how on-call.

Get the most out of your device with support from tech experts at RadioShack.

Visit radioshack.com/techservices.

RadioShack

<p>\$449.99 → SAVE \$50</p> <p>HP 15.6" Laptop with AMD A6-4400M Accelerated Processor G6-2244NR, 25-3734 Reg. 499.99.</p> <p>\$549.99 → SAVE \$50</p> <p>HP 17.3" Laptop with Intel Core i3 Processor, 6GB memory, 750GB hard drive. 25-3729 Reg. 599.99.</p> <p>Laptops available in select stores, via Direct2U (fast, free delivery to your doorstep) and at RadioShack.com.</p>	<p>\$44.99 → SAVE \$15</p> <p>Linksys by Cisco E1200 Wireless-N300 Router • Connect your tech toys 25-3722 Reg. 59.99.</p> <p>\$79.99 → SAVE \$10</p> <p>E2500 Dual-Band Router 25-3724 Reg. 89.99.</p>	<p>\$17.99 → SAVE \$12</p> <p>M310 Wireless Optical Mouse 26-1729/2495 Reg. 29.99.</p>
<p>\$29.99 → SAVE 30%</p> <p>Logitech MK320 Wireless Desktop • Includes full-featured keyboard and mouse 26-329 Reg. 42.99.</p>	<p>\$9.99 8GB SAVE 50% - 60%</p> <p>SanDisk FLASH DRIVES. 16GB \$14.99 32GB \$24.99 64GB \$49.99 25-1110/1111/3152/3391/3392/3393/3503/3504/3516/3517/3518/3523 Reg. 19.99-119.99. 64GB available in select stores.</p>	<p>\$14.99 → SAVE \$10</p> <p>memorex DVD 50-Pack DVD+R 26-254, DVD-R 26-255 Reg. 24.99.</p> <p>\$12.99 → SAVE 35%</p> <p>CD-R 50-Pack Spindle or Tote. 26-100/1159 Reg. 19.99.</p>
<p>\$199.99 → SAVE \$50</p> <p>32" LED HDTV • Three HDMI inputs 16-2352 Reg. 249.99. 31.5" measured diagonally.</p>	<p>\$79.99</p> <p>ROKU WATCH TV SHOWS AND VIDEOS FROM THE WEB ON ANY TV IN YOUR HOME.</p> <p>Roku 2 XD 1080p Streaming Player • Over 300 channels of entertainment: movies, music, TV and more. 16-2076</p> <p>\$99.99</p> <p>Roku 2 XS. Includes full edition of Angry Birds, enhanced remote with motion control. 16-2077</p>	<p>\$49.99 → SAVE \$10</p> <p>RCA Flat-Panel Amplified HDTV Antenna • 360° reception—no adjustments 15-384 Reg. 59.99.</p>
		<p>\$19.99 → SAVE \$10</p> <p>ALVIO 4-Foot HDMI Cable • Full 1080p HD resolution 15-338 Reg. 29.99.</p> <p>6-Foot. 15-445 \$29.99 → SAVE \$10 Reg. 39.99.</p> <p>8-Foot. 15-337 \$39.99 → SAVE \$10 Reg. 49.99.</p> <p>iGo™ Mini Laptop Charger 273-444 Was 89.99.</p>

AKG



AKG K560
REFERENCE OVER-THE-EAR HEADPHONES
With the K560s, AKG engineers have struck a masterful balance between the noise-isolating qualities of closed-back headphones and the spacious, dimensional sound of an open-back design—creating reference-class headphones ideal for private listening both at home and on the go. 50mm drivers, the largest in AKG's product line, deliver great AKG sound, while the 2D-axis mechanism folds flat to stow and go. (K560) 5041825.
\$299.98



AKG K451
PORTABLE ON-EAR HEADPHONES
Quality. Portability. Style. These are the qualities that the AKG K451 foldable mini-headphones are all about. The K451 connect to any MP3 player and can also be used to make hands-free calls with the in-line remote control and microphone. Other features include the two single-sided, detachable cables, soft, light weight ear pads for maximum comfort and a unique 3D-axis2 folding mechanism for easy transport and storage. (K451) 5041862.
\$149.98



AKG K350
IN-EAR HEADPHONES
The AKG K350 ear canal headphones tip the scale at just 3 grams. Few headphones weigh less. But these sleek headphones deliver highly accurate, high-output sound that few headphones can match—at any weight. They can also be used to make hands-free calls with the in-line volume control and microphone. Plus you'll get a perfect fit thanks to the silicone sleeves that are available in three sizes. (K350CRM) 3087111.
\$79.98

Name: _____

Homeroom: _____

Computer Store Advertisement Creation RAFTS Project

PLANNING PAGE #1

1. Circle 10 or more vocabulary terms you plan to include in your computer store advertisement. Think about what makes sense on an ad.

hardware	software	desktop	hard drive
wireless card	USB	monitor	computer case
icon	keyboard	program	window
web browser	operating system	upload	download

Bonus Challenge – *RAM, processor, network*

2. What will your four different products for sale be? ***Must have at least two computers** (Options – inexpensive desktop computer, expensive desktop computer, inexpensive laptop, expensive laptop, printer, MP3 player, cell phone, tablet computer, USB flash drive, anything else sold at electronics stores)

a. _____
b. _____

c. _____
d. _____

3. Sketch a miniature version of your advertisement (see Mr. Irvan's example for help). This will help you when you begin designing your actual advertisement.

Include: your store name, boxes that show where pictures will go, smaller boxes to show where captions will go, labels for all products, extra credit creative details



PLANNING PAGE #2

4. Look at the mini-rubric on p. 2. What must you do to earn a high score (10 or more points) on this project?

5. What are you going to include that will make your ad more interesting or creative than other people's?

6. What do different hardware parts and software cost? Look up online if possible or talk to an adult who knows. **DO NOT JUST GUESS – Prices must be accurate**

*For products with a _____, write in a specific example.

monitor	\$	software: _____	\$
modern desktop computer	\$	tablet computer	\$
modern laptop computer	\$	hard drive (internal or external)	\$
USB device: _____	\$	USB device: _____	\$