



Tech Time

Advertising and Marketing Day 2



Situation

Watches have become more and more complex as electronics have advanced. Some watches have alarms, beepers, and even TV buttons built into their design.



PROBLEM

You must design a new, high-tech watch following the requirements provided.



OBJECTIVES

Students will use creativity and problem solving to design a new watch. Students will learn to manage time and resources.



Materials

- 1 sheet of paper per person
- 1 set of colored pencils per 2 students
- 1 ruler per person
- 1 compass per person



Requirements

Your grade will be based on the following performance:

- *Time limit for design is 30 minutes.
- *Students must work alone.
- *The design must be a full-page, color advertisement that includes product name and 5 special features.
- *All features must be labeled and explained.

- A = all design requirements met
- B = missing 1 design requirement
- C = missing 2 design requirements
- D = missing 3 design requirements
- F = missing 4 or more design requirements