|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name: | **[insert name]** | Period: | **[insert Period]** | Date: | **[insert date]** |

Evaluating a Design

# Background

Engineers build and test prototypes so that they can see if the design worked. This process is an evaluation. The engineers see if their design worked within the constraints they were given and if their design met the desired criteria. Engineers then look back at their design and see if there are improvements that can be made. Being able to evaluate a design and communicate your results and thoughts is an important communication skill.

## Marketing your Product

In the last activity, you designed a helmet for your school’s football team. Your criteria for a successful design was that the helmet had to keep the force of an impact below 250N. Your constraint was that you could only use one material in your design.

In the following steps, you will build a marketing plan to try to sell this new product to the helmet manufacturers Riddell and Under Armor.

### *Making a Product Advertisement*

Many companies don’t have time to read about every design, so your advertisement needs to draw their attention. In the following steps, we will design all of the components that you will need on our one page poster advertisement.

#### A catchy slogan

Every advertisement needs a catchy slogan or headline to catch the attention of the reader.

|  |
| --- |
| **Your product slogan/ headline** |
|  |

###

#### Product Description and Image

You will need to explain what your helmet is made of and include a photo of what your helmet will look like. Include those below.

|  |
| --- |
| **Product Description and Image** |
|  |

#### Detailing Why your Helmet is Best

When you watch commercials and infomercials, they always stress the tests that have been done to prove their product is the best. You will need to do the same thing. You want to describe how the helmet has been tested, how it compares to other helmet materials, and how it will help someone who wants to reduce concussion events.

Separate these ideas into individual statements based on the data you collected from the experiment. You want to make sure your advertising statements will make sense to someone who hasn’t seen the experiment before and who might not understand science.

|  |  |
| --- | --- |
| **Data from the Experiment** | **Advertising statement** |
|  |  |
|  |  |

## Designing your poster

Next you must make a poster advertisement including the pieces listed above. Make sure you keep your poster eye catching and interesting so it will catch the attention of the helmet manufacturers.