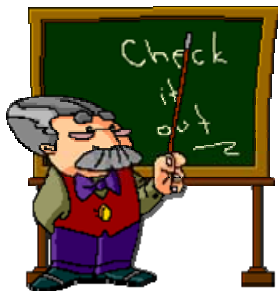


Element Advertising Commercial



You and your classmates are 22 years old and have just graduated from Texas Tech University with a degree in advertising. The Career Placement Office at Tech has received a request from the advertising firm of Dewey, Cheatem, & Howe to interview top advertising graduates for one of two positions with their firm. These are dream jobs – full insurance, company BMW, personal assistants, and use of the corporate jet. Dewey, Cheatem & Howe will only offer the job to the top two candidates from your graduating class.

Your task will be to prepare an advertising sample for the partners at Dewey, Cheatem & Howe. You and your partner must develop a commercial which “sells” a selected element from the Periodic Table. Commercials will then be presented to the partners of Dewey, Cheatem &

Howe, who will then select the most qualified applicant team for their new luxury career.

Commercial Requirements

- The commercial should be 1-2 minutes long.
- Commercials shall be an advertisement for your element. Your element will be chosen by a blind draw.
- Commercials should be creative and interesting.
- Commercials should make reference to the following:
 - The element's name
 - The element's symbol
 - The element's atomic number
 - The element's atomic mass
 - When the element was discovered and/or created, if this information is known.
 - Common historical and/or modern used for this element
 - At least 10 other researched physical and chemical properties of the element

should be mentioned. These properties may include, but are not limited to:

- Color
 - Texture
 - Hardness
 - Ability to conduct electricity
 - Density
 - Phase of matter at room temperature
 - Luster
 - Malleability
 - Ductility
 - Boiling point
 - Melting point
 - Etc.
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- You will be judged by the partners of Dewey, Cheatem & Howe (your classmates) using a rubric devised and voted on by your classmates
 - Both group members must participate in the presentation.
 - Both group members must maintain good eye contact and have a desirable voice quality and volume.
 - Commercials are made using Movie Maker.

- Commercials are recorded using the Digital Video camera.
- Commercials are presented on the LCD projector.