

## ELEMENT OF THE MONTH

### CREATE A POSTER OR FLYER ADVERTISEMENT FOR AN ELEMENT

#### **PROMOTING EITHER ITS SALE, USE OR PUBLIC AWARENESS**

The element assignment is an *EXTRA CREDIT OPPORTUNITY* each month. It is due on the last school day of each month. The advertisement will be graded on both factual information about the element and general formatting according to the following rubric:

<b>Criteria</b>	<b>Possible points</b>	<b>Student points</b>
Element name and symbol	1	
Atomic number and atomic mass	1	
Properties (3 or more)	1	
Uses (3 or more)	1	
Derivation of name and discoverer	1	
Informative nature <ul style="list-style-type: none"><li>• Must convey a <b>MESSAGE</b></li><li>• Can't just be "pretty"</li></ul>	2	
Visual attractiveness <ul style="list-style-type: none"><li>• Use of photos, images, graphs, etc</li><li>• Use of color/space</li><li>• Neatness (a straight-edge must be used for lines and written text)</li><li>• Originality of idea</li></ul>	2	
Size <ul style="list-style-type: none"><li>• Poster (not larger than 22 x 28 inches)</li><li>• Promotional flyer (8 ½ x 11 inches)</li></ul>	1	
<b>TOTAL</b>	10	