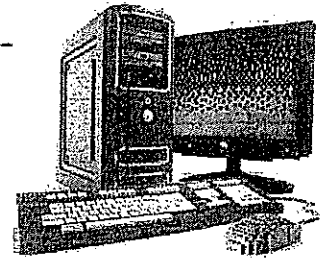


Name(s): _____

LEGO Project



Learning Objective:

Marketing mix, competition, risk, promotion, product planning

Directions:

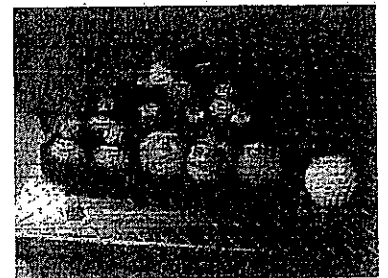
Create an original child's toy using the Lego pieces from class and create a package (using other materials not legos) for the toy. You will be putting together a voice over powerpoint with the specific information listed below (see rubric)

Rubric:

1. Picture and Name of the created child's toy built from Legos. (5 pts)
2. Picture of the Packaging for the toy. (5 pts)
3. Describe the target market in detail. (5 pts)
4. Describe a place to sell the toy. Why did you choose this place? (does it fit your target market) (3 pts)
5. Describe the price of the toy in detail. (3 pts)
6. Describe three ways to promote the product. (be realistic with money and target market)(5 pts)
7. Describe 2 competitors. (2 pts)
8. Slide presentation (5 pts)
9. Each person spoke (2 pts)
10. Clear voice and enunciation (5 pts)

Total _____/40 pts

- ☛ If you need more or different legos you must trade with each other (hence the lesson on supply and demand.
- ☛ Remember you are making a toy using Legos as your material (such as clay or a picture), Legos is not a competitor and is not the actual toy.
- ☛ Please make sure you have a title slide with all group members (no more than 5) names on it.



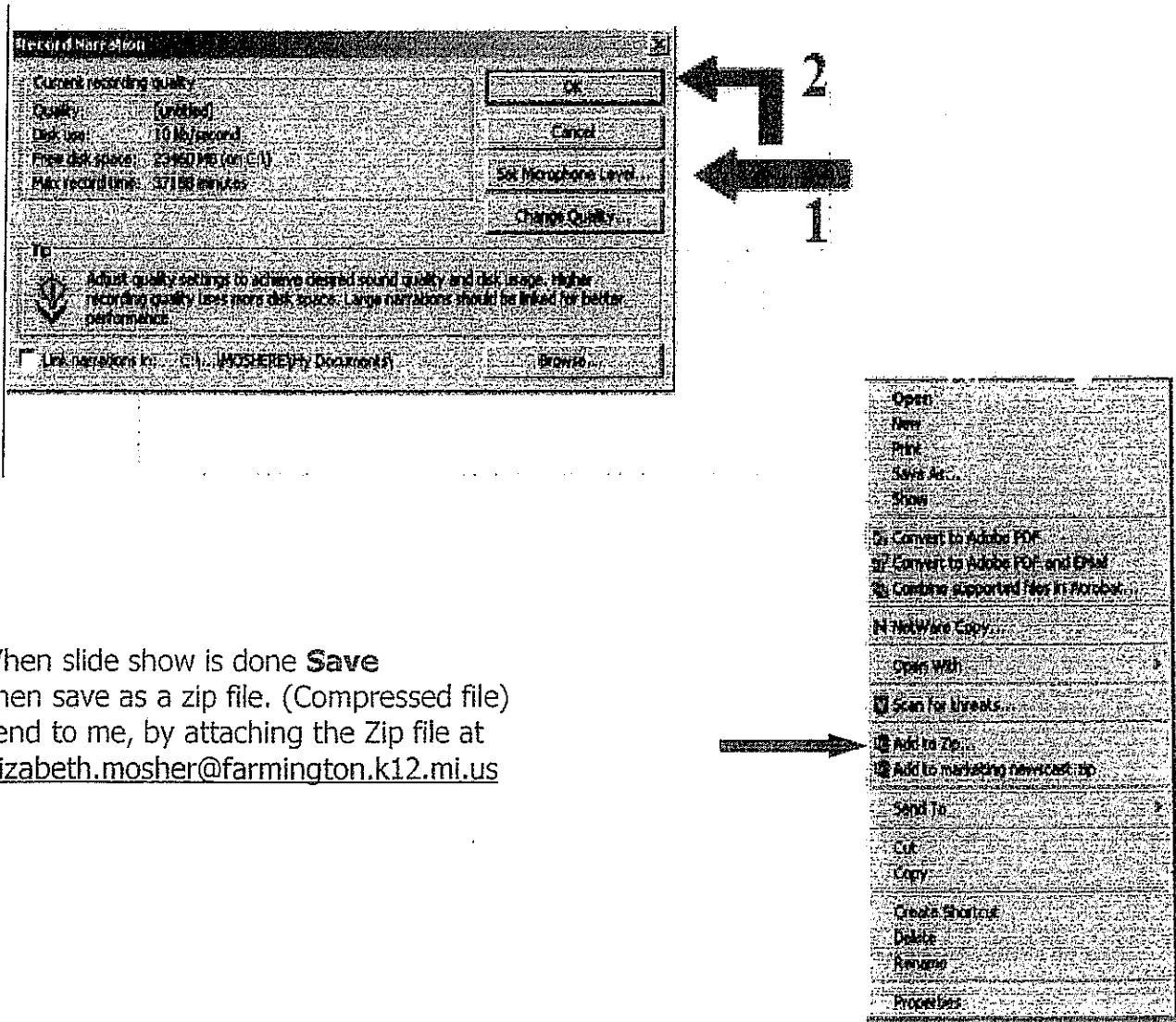
How to do a voice over powerpoint.

After slides are composed and in order
Go to **Slide Show** tab at top
Scroll to **Record Narration**

The following screen shows up

Click on **Set Microphone Level** and do check

When you are done click **OK**. Slide show will begin immediately. When you are done with a slide hit enter and next slide will appear continue talking for until done.



The image shows two screenshots. The left screenshot is the 'Record Narration' dialog box. It has a title bar 'Record Narration'. Below the title bar, it says 'Current recording quality' and 'Quality: (united)'. Underneath, it lists 'Disk use: 10 Mb/second', 'Free disk space: 23460 MB (on C:)', and 'Max record time: 37100 minutes'. On the right side of the dialog, there are four buttons: 'OK', 'Cancel', 'Set Microphone Level', and 'Change Quality...'. Below these buttons is a section titled 'To' with a downward arrow icon and the text: 'Adjust quality settings to achieve desired sound quality and disk usage. Higher recording quality uses more disk space. Large narrations should be linked for better performance.' At the bottom, there is a checkbox 'Link narration to:' followed by the path '(C:) \ MOSHER\My Documents' and a 'Browse...' button. To the right of the dialog box, there are two arrows: a horizontal arrow labeled '1' pointing left towards the 'Set Microphone Level' button, and a vertical arrow labeled '2' pointing down towards the 'OK' button.

The right screenshot is a context menu with the following items: 'Open', 'New', 'Print', 'Save As...', 'Show', 'Convert to Adobe PDF', 'Convert to Adobe PDF and Email', 'Combine supported files in folder...', 'NotWave Copy...', 'Open With...', 'Scan for threats...', 'Add to Zip...', 'Add to marketing newcast.zip', 'Send To', 'Cut', 'Copy', 'Create Shortcut', 'Delete', 'Rename', and 'Properties'. An arrow points from the left towards the 'Add to Zip...' option.

When slide show is done **Save**
Then save as a zip file. (Compressed file)
Send to me, by attaching the Zip file at
elizabeth.mosher@farmington.k12.mi.us