Inquiry Process: Advertising

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Group Presenting: |  |  | & |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Rate how well this group did the following: |  | **Poor** |  | | **Excellent** | |
| * Selected an appropriate medium for target audience |  | 1 | 2 | 3 | 4 | 5 |
| * Created a catchy slogan |  | 1 | 2 | 3 | 4 | 5 |
| * Explained the design decisions |  | 1 | 2 | 3 | 4 | 5 |
| * Demonstrated creativity |  | 1 | 2 | 3 | 4 | 5 |

List one thing you really liked about their project:

List one suggestion to help them improve (please keep it constructive):

|  |  |  |
| --- | --- | --- |
| As the representative from the technology company, would you want to run this ad for your music player? | YES | NO |

|  |  |
| --- | --- |
|  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Group Presenting: |  |  | & |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Rate how well this group did the following: |  | **Poor** |  | | **Excellent** | |
| * Selected an appropriate medium for target audience |  | 1 | 2 | 3 | 4 | 5 |
| * Created a catchy slogan |  | 1 | 2 | 3 | 4 | 5 |
| * Explained the design decisions |  | 1 | 2 | 3 | 4 | 5 |
| * Demonstrated creativity |  | 1 | 2 | 3 | 4 | 5 |

List one thing you really liked about their project:

List one suggestion to help them improve (please keep it constructive):

|  |  |  |
| --- | --- | --- |
| As the representative from the technology company, would you want to run this ad for your music player? | YES | NO |