

Unit 1: IMAX Theater Project

Student Name: _____ Class Period: _____ Date: _____

Part 1: Promotion

	Errors	Content	Creativity
Expectations	<p>The presentation should be free of mechanical errors. Examples of mechanical errors are:</p> <ul style="list-style-type: none"> • Spelling mistakes • Grammar mistakes • Inconsistent capitalization • Inconsistent alignment and indentation • Inconsistent font style and sizes 	<p>The presentation should include the following:</p> <ul style="list-style-type: none"> • Page 1: IMAX opening date & reason why it was selected. • Next pages: Three community events with dates before opening, and one promotional idea for each event. • Final pages: Four market segments & promotional ideas for each segment. 	<p>The promotional ideas and market segments should be:</p> <ul style="list-style-type: none"> • Clear – people should have no trouble understanding what is being presented • Workable – Your ideas should be reasonable and realistic. • Creative – Do you have something different or creative in the presentation?
Unsatisfactory	Four (4) or more mechanical errors.	Text is too wordy for a presentation. Some Information is missing, incorrect, or is in the wrong order.	Several ideas in the presentation are unclear or unworkable.
Satisfactory	No more than three (3) mechanical errors	Text is generally OK, but some parts are too wordy. All information is included, correct and in the right order.	Only one or two ideas in the presentation are unclear and unworkable. Or visually flat (e.g. little or no color/images.)
Good	Only one (1) mechanical errors	ALL the text is good; no wordy text. All information is included, correct and in the right order.	All ideas in the presentation are clear and workable. Visual pleasing; colors and elements work together.
Excellent	No mechanical errors	No wordy text, all information is included, correct and in the right order. Also, other items are present, such as Notes that include additional information.	All ideas in the presentation are clear and workable. Also, there are a few unexpectedly good or “neat” ideas and visual elements.