

NAME: _____

**SOME PEOPLE SEE THINGS AS THEY ARE
AND ASK WHY?**

**I DREAM OF THINGS THAT NEVER WERE
AND ASK WHY NOT?**

(TRADITIONAL MOTTO OF INVENTORS)



**THIS INVENTION
MAY CHANGE THE WORLD**

Sell It Like It Is!

If you invented a new product or created a new and improved design on an existing product, how would you let others know about it?

It is an advertiser's job to convince the consumer to buy a product. Consider the advertisements you hear or see on television or radio, and in newspapers and magazines. Which ones seem to be the most successful approaches used to convince you to buy products?

Advertising Techniques

Everybody Uses It

Everyone is drinking 'Gulp,' the new cola.

The Numbers Game

Four out of five people drink 'Gulp.'

Famous People

The world's greatest athletes always drink 'Gulp.'

Exaggeration

'Gulp' tastes the best.

Promises

Drink new 'Gulp' and you will feel energized!

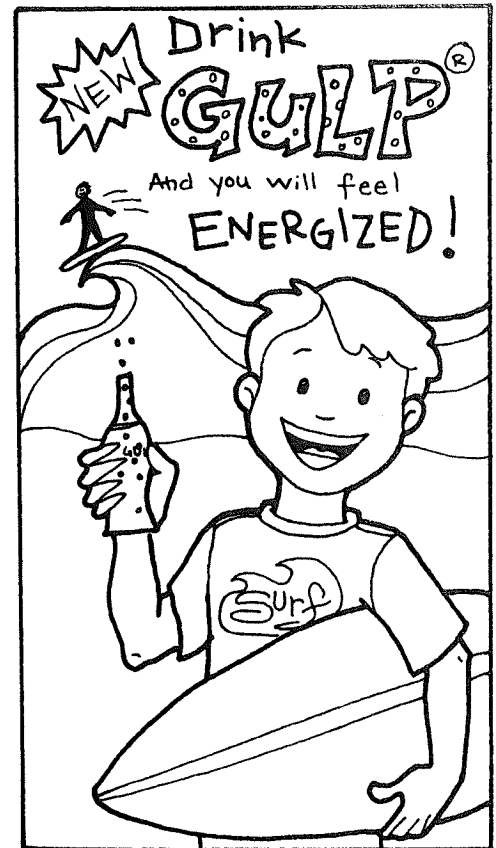
Implication

If you serve 'Gulp' at your next party, you will be a big hit.

Activities

Use the techniques listed above for the following activities.

- Using magazines and newspapers, find examples of each technique. Share your findings with the class.
- View a few different types of television shows. Record what is advertised and the advertising technique that is used.
- Listen to three different types of radio programs. Record what is being advertised and the technique that is used.
- Compare the types of advertisements and the advertising approaches that were used on television or the radio, and in newspapers or magazines. Is there any one technique that is used most? Least? Share this information with the class.





Name: _____

Advertising Analysis

Product: _____

Brand: _____

Written message: _____

Visual images: _____

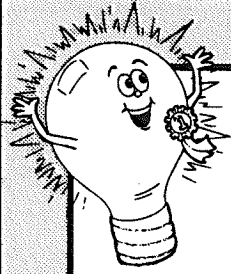
Implied message: _____

Attention-grabbing techniques: _____

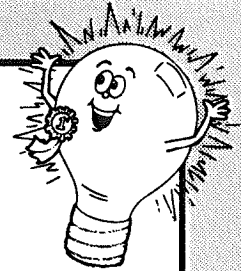
1. Persuasive technique used and how: _____

2. Persuasive technique used and how: _____

Persuasion rating: 1-5 and why: _____



What's in a Name?



Now that you have planned and designed your invention, it is time to choose a name for your invention. Don't underestimate the importance of a product's name. Think about the advertisements and commercials you have seen. Which ones impress you the most? A product name will probably get your attention if it is catchy, easy-to-remember, funny, unusual, or clever. The name of an invention can help the inventor or manufacturer sell it!

Keep these ideas in mind as you brainstorm possible names for your invention. Consider how you would like other people to remember your invention.

To begin the process of naming your invention, think about the following questions and suggestions.

In naming your invention, do you want people to "connect" your invention to:

- your name?
- some part(s) of your invention?
- a unique feature of the invention?
- an acronym (where each letter in the product name stands for a word)?

Think of a brief descriptive phrase that explains what your invention is designed to do. Using your description, brainstorm a one, two, or three word title for your invention.

You may want to create a catchy name by adding a common prefix or suffix to the name of your invention, such as "Vivi-Tek Binoculars." *Steven Caney's Invention Book* provides a list of several prefixes and suffixes from which you can choose an invention name. Here are some common prefixes and suffixes:

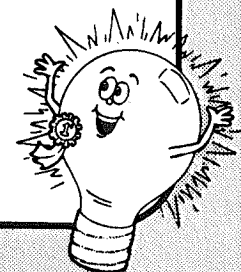
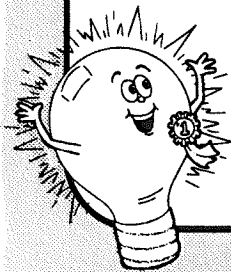
Prefixes

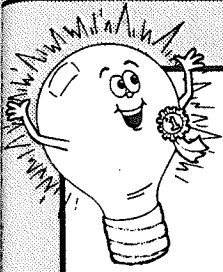
hydro	uni
thermo	dyna
tele	bi
multi	auto
insti	infra
poly	trans
vege	hyper
centi	super

Suffixes

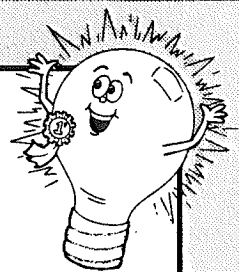
tric	onic
matic	tron
flex	izer
trac	pedic
etic	ical
atric	tech
tek	atric
tion	

Write the name of your invention here: _____





The Patent



A patent is a kind of trade agreement between the United States Government and the inventor. With this agreement, the inventor must publicize his/her invention, allowing other inventors to learn from the new invention and/or improve upon their own inventions. The government then protects the inventor by giving him or her "exclusive" permission to manufacture and sell the invention.

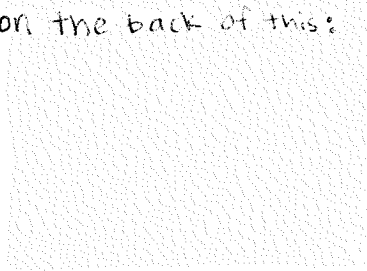
If an inventor decides to patent an invention, he or she then applies for the patent. Fill out the patent application below. Ask two witnesses to sign it.

Patent Application

Name of Invention: _____

Description of Invention: _____

Attach a sketch of your invention on the back of this:

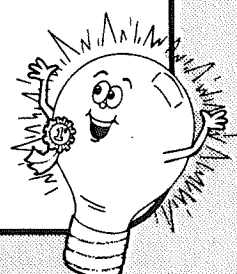
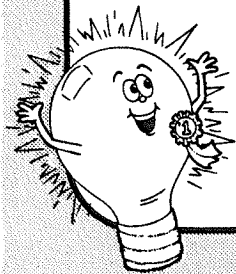


I, _____, affirm that I am the original and first
inventor of the _____.

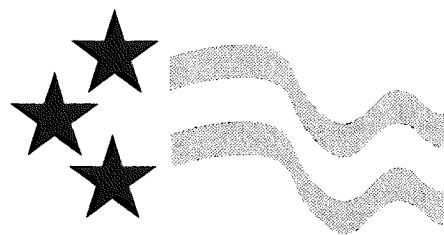
Signed: _____

Witness: _____

Witness: _____



Patent DRAWINGS



Illustrate at least two different viewpoints (bird's eye, side view, sectional view, etc.) of your invention. Use this sheet and other sheets of paper. ***Good luck!***



Rubric Made Using:
RubiStar (<http://rubistar.4teachers.org>)

Invention Convention

8th gr. Only!

DUE:
FRIDAY
MARCH
4!

Teacher Name: **Ms. Farokhi**

Student Name: _____

CATEGORY	4	3	2	1
3D Model or Prototype	Model or prototype effectively communicates the purpose of the invention or service.	Model or prototype somewhat communicates the purpose of the invention or service.	Model or prototype barely communicates the purpose of the invention or service.	Model or prototype does not communicate the purpose of the invention or service.
Advertisement	Student uses 3 advertising techniques: Everybody Uses It, The Numbers Game, Famous People, Exaggeration, Promises, Implication	Student uses 2 advertising techniques: Everybody Uses It, The Numbers Game, Famous People, Exaggeration, Promises, Implication	Student uses 1 advertising technique: Everybody Uses It, The Numbers Game, Famous People, Exaggeration, Promises, Implication	No advertising technique is used.
Patent Drawings	Patent drawings include 3 different viewpoints: bird's eye, side view, sectional view	Patent drawings include 2 different viewpoints.	Patent drawings includes 1 viewpoint.	Patent drawing includes half or less of a viewpoint.
Spelling & Punctuation	No spelling errors remain after one person other than the typist reads and corrects the writing.	No more than 1 spelling error remains after one person other than the typist reads and corrects the writing.	No more than 3 spelling errors remain after one person other than the typist reads and corrects the writing.	Several spelling errors in the writing.
Grammar & Mechanics	There are no grammatical or mechanical mistakes.	There are no grammatical or mechanical mistakes after feedback from an adult.	There are 1-2 grammatical and/or mechanical mistakes even after feedback from an adult.	There are several grammatical and/or mechanical mistakes even after feedback from an adult.

