This is an individual project where you will be expected to do the best you can. Here is the process to get

1. Decide on a product or service that you can do locally. We will brainstorm as a class until everyone has an idea.

For example: If you are into racing mountain bikes on the weekend maybe you could open up a bike repair shop, teach young kids how to ride downhill or organize a local race where you get some of the

Or, if you bake, you could start a baking company where you sell cookies to friends at school or to local businesses. If you have some computer skills maybe you could start a website and mail them to people

Remember, each individual piece listed above are parts of your business. You should have similar colors

THE WHOLE POINT OF THIS PROJECT IS TO GET YOU THINKING ABOUT WAYS THAT YOU COULD MAKE SOME ACTUAL MONEY WITHOUT HAVING TO GET A JOB BAGGING GROCERIES AT SAFEWAY (although I did that and it’s a good job:). STARTING YOUR OWN BUSINESS IS ONE OF THE MOST REWARDING AND EXCITING WAYS TO MAKE A LIVING.

Here is the breakdown of the grading. The project is our biggest yet and is worth 40 pts.

Blank space is never good when doing projects in Word. Make sure you stretch pics and info to fill the

page and at least look like you have a lot even if you don’t.

1. 1-page description must include: 10 pts

a. A mission statement. This is one sentence that best describes your business and what you

b. A 3-5 sentence description of your business. This is what you would have a potential customer read to best get an idea of what you offer.

c. Pricing information. Describe how much everything will cost using a table, graph or

d. Your slogan, like “Taste the Rainbow”

Brochure: 10 pts

a. Build it just like the project we did earlier in the semester.

b. You must have 5 products or services that you offer. For each one, include a description,

photo and any other information you need. It could also be a menu.

c. Remember, this is an advertisement. Make it look good and enticing to the customer.

3. A flyer with pull tabs on the bottom: 10 pts

a. Find a template for the flyer in the “Templates” section. Click on “File” then “New” and then choose a flyer with pull off information.

b. Make the flyer stand out on the telephone pole. Give it interesting graphics and important information. Make it appeal to your type of customer

4. A poster that can go up in local businesses: 10 pts

a. This must be different than the flyer. This is where you can show off your graphics skills

because most of the page will be taken up by pics and other graphics.

b. It must still advertise the name of your business, contact information and what it is you

c. Model it after the Energy Drink posters you see in gas stations or other examples that stand

Letterhead: 5 pts

a. Include the business name, graphic, contact information, slogan and whatever else you deem necessary. Can also include a watermark like the SHS example.

Effort: 30 pts

a. This is based on a comparison of your ability with how much time and hard work you put

in. Students who usually understand the material and are often done early are expected to go

beyond the normal standards and use their time to be create an outstanding project, not just

Students who often struggle with the material in this class, who need more time and who

do not always finish on time should work hard to complete each section of the project to a

satisfactory level. That means working hard to use as many of the skills that they have learned

as possible. Having something finished for each component of the project that shows an

understanding of the basics and an attempt to go beyond their usual output.

b. Everything turned in on time and ach item done with creativity, attention to detail and