

STEAM Project 2017-2018

Hawk Tank

Objective: To invent and market a product with the intent of attracting investment.

Requirements:

1. Must be a “new” product – not an improvement of an existing item.
 - a. Potential areas for product invention include: agriculture, environment, medical, technology, mechanics, transportation
 - b. Avoid “food” products
2. Design process must be detailed in “Design Journal”
 - a. Must create an initial “Written Proposal” detailing plans for approval. Written proposal must include budget prediction.
 - b. Must indicated “target” market
 - c. Must include an initial hand-drawn design rendering
 - d. Must include a 3-dimensional (digital) or miniature prototype of design
 - e. Should contain pictures and notes of design process
3. Groups will conduct a persuasive presentation utilizing the guidelines of the attached presentation rubric.
 - a. Presentation will be to local “Hawks” – investors looking for new business ventures to sponsor.
4. Groups must create a minimum 45 second infomercial highlighting their product.
5. Groups must complete attached production cost worksheet.
6. Group members must determine how the project ties to the curriculum of each of their respective teachers.
 - a. Justification to be done verbally with each teacher. Appropriately identifying ties to curriculums will be a major factor in individual classroom grading for this project.

Event Days Scheduled:

- December 20th (Introduction)
- January 3rd (All Day)
- January 4th (All Day)
- January 5th (Morning)
- January 16th (Presentation Day)

All-Around Competition

- All groups will be awarded points (1-6) in the following categories, with the top overall point earners receiving a prize!
 - Best Presentation
 - Closest to budget proposal
 - Best Commercial
 - Best Design Journal