Shade Ball Advertisement

Objective:
Design an advertisement to promote your custom shade ball and convince people to use your product to help solve the real-world water issues of evaporation and harmful algae blooms (HABs). Your ad should show why your shade ball design works from a scientific point of view.

Your advertisement **MUST** include:

- A product name
- A clear explanation of what your shade ball is used for
- At least **two** scientific reasons why your product design is the most effective (materials, light blocking, buoyancy, etc.)
- A visual (drawing, photo, etc.)
- A tag line (a slogan or catchphrase; i.e. 'Trix are for Kids!')

Your advertisement can be presented as a poster, flyer, slide, or short commercial

Category	Excellent (5)	Good (4)	Developing (2–3)	Needs Work (0)
Creativity & Design	Very original and eye-catching; strong effort shown	Creative and well-organized	Some creative effort, but basic	Lacks creativity or effort
Clarity of Message	Purpose and features clearly explained and easy to understand	Mostly clear; a few confusing parts	Some unclear or missing parts	Hard to understand or incomplete
Scientific Explanation	Clearly explains **how and why** the design works using at least two scientific concepts (e.g., light absorption, heat blocking, buoyancy)	Includes one strong scientific explanation; second may be vague or minor	Includes limited or unclear scientific reasoning	Scientific explanation missing or incorrect
Persuasive Language	Uses compelling language and strong arguments to sell the product	Reasonably convincing	Tries to persuade but is weak or inconsistent	Not persuasive
Visual Component	High-quality drawing, digital image, or prototype that supports explanation	Visual is clear and mostly relevant	Visual is basic or loosely related	Missing or off-topic visual

Total:___/25