Product Manual Project Rubric – Due Date:

Essential Question: How do I use my knowledge of the structure of consumer materials and functional documents to understand an author’s purpose?

Project Purpose: To fully understand the author’s purpose, you must become the author yourself! This project puts you into the mindset of the author as you create a functional document: the owner’s manual for a product that you design yourself!

Project Instructions

Design a product and create a product manual and advertising poster for the product

Requirements for the **instructional/informational section**:

* *Provides complete instructions (step-by-step, showing assembly instructions, if required)*
* *Warnings/hazards are clear and understandable*
* *Cleaning and proper care information are included*
* *Troubleshooting common problems is discussed*
* *Company information (Name, address, phone, website, email, etc.) is included.*
* *Evidence that you thought of ALL that the consumer must know*

Requirements for the **warranty**:

* *It has a clear and obvious time limit*
* *Coverage is specific (what is covered and what is not covered)*
* *It includes legal language (look at other manuals for examples)*
* *Return address for merchandise is provided*
* *Procedures on how to return the item is clear*
* *Instructions for the consumers if the product is OUT of the warranty period*
* *Evidence showing that this is an important legal document*

Requirements for the **advertising poster** *(THIS MUST BE IN FULL COLOR!)*

* *Introduces product*
* *Gives price (include any sales, rebates, etc.)*
* *Lay-out and design is deliberate (you placed the information purposefully)*
* *Uses catch phrases and convincing/persuasive language, as well as product endorsements*
* *Provides details and features of the product*
* *Includes any relevant information*
* *Evidence of thoughtfulness and professionalism*

Product Manual Project Scoring Rubric

*The following is a scoring guide to help you fully understand how you will be graded on each of the requirements. Go for the best possible score – you owe it to yourself!*

***Score: 45-50 = A (You did it!)***

* All requirements are clearly completed for the manual, warranty and advertisement
* All work is neatly written in blue ink (not in pencil) or colored pencil/marker.
* All work has a clear purpose
* All work shows thoughtfulness and professionalism
* All spelling, vocabulary, and punctuation are appropriate and correct.

***Score 40-44 = B (Pretty good!)***

* All requirements are completed for the manual, warranty and advertisement
* All work is neatly written in blue ink (not in pencil) or colored pencil/marker.
* All work has a clear purpose
* Most work shows thoughtfulness and professionalism
* Most spelling, vocabulary, and punctuation are appropriate and correct

***Score 35-39 = C (You can do a lot better)***

* Most requirements are completed for the manual, warranty and advertisement
* Most work is neatly written in blue ink (not in pencil) or colored pencil/marker.
* Some work has a clear purpose
* Some work shows thoughtfulness and professionalism
* Several mistakes in spelling, vocabulary and punctuation that distract the reader from clearly understanding your message.

***Score 30-34 = D (no comment)***

* Requirements are not completed for the manual, warranty and/or advertisement
* Work was not written neatly in blue ink or colored pencil/marker.
* Work does not have a clear purpose
* Work shows very little thoughtfulness or professionalism
* There are a huge number of mistakes in spelling, vocabulary and punctuation, completely masking the message from the reader
* Clearly, there was not much time or effort put into your work.

***On the next page is an example of an outline for an owner’s manual.***

***This is a list of everything that must be included in your manual for full credit.***

**REQUIRED ITEMS WITHIN YOUR MANUAL**

Your personal product manual must have these written items. All 8 should be included for maximum credit. I will supply the paper for your manual – you will fold it to 8 panels.

**COVER**: A full color illustration of your product, including its name, the name of your company, and your name.

I. Table of Contents

II. Letter to the Buyer

A. Appreciation for their purchase

B. All the ways to contact the company

III. Set-Up Instructions

A. How to put the product together

1. Main Product

2. Product Remote (if included)

B. How to power on the product

IV. Operation Guide

A. Product diagram

1. Product illustration, with key (what is each button/switch for?)

B. Step by Step Instructions

1. Main product

2. Product Remote (if included)

V. Trouble Shooting

A. FAQs (Frequently Asked Questions)

B. Helpful tips and cleaning instructions

VI. Warnings and Safety Tips (what NOT to do, and any dangers that might occur)

VII. Product Warranty (Replacement instructions; length of coverage, etc)

Artwork! (See section IV-A above)

One inside page of your manual MUST include a product DIAGRAM: A multi-color illustration of your product, with buttons, knobs, switches, etc. All important items must be labeled, and a key showing what each one does must be included.

After seeing these items in an outline, it’s easier to create the actual manual…because you now have a checklist of the items you need to discuss in the manual…GENIUS!

Note the list of items above…all of these items MUST be included in YOUR manual.

Step by step instructions – how to use your device properly – are a key part of this project. They don’t have to be as detailed as the PB SANDWICH activity…but I shouldn’t have any questions on how your item works after reading your manual.

All writing must be in pen/colored pencil and neatly written. I must be able to read your work in order to properly give you the credit you’ve attempted to earn.

While this is an in-class project, you may need to work at home if you fall behind on our due dates. Work smart!

PRODUCT MANUAL PROJECT – BRAINSTORMING YOUR DEVICE

Before deciding on what super-new product you’re going to tell me about, you need to brainstorm 5 different product ideas. Remember, they are imaginary – don’t create a product that already exists. HOWEVER…while they may be imaginary, they cannot be based on “magic.” There must be a plausible scientific way for your device to work.

Be creative with the name of your devices.

NAME OF YOUR DEVICE BRIEF DESCRIPTION OF WHAT IT DOES – ITS FUNCTION

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