

**Instructions:**

- **What:** You will create a fake “company”. You will compose your own jingle.
- **How:** You will use digital resources using your Chromebook
- **Where:** You will use CLASS TIME to complete this assignment
- **Grade:** You will be graded on:
  - How you use class time
  - The completion of the assignment
  - Turning the assignment in on time
  - Overall effort
  - Demonstration of what has been learned

1. First **brainstorm** (“come up with new ideas...to discuss a problem or issue and suggest solutions and ideas”) about what company you want to create.

Think about:

- What your company name is
- What does your company sell?
- Who is your target audience? (Kids (5-8), Young Teenagers (11-14), Adults (21-30), etc.)
- Are the items you’re selling luxurious and expensive or is it cheap and cost effective?

Once you have these answers, you will write them on the lines below:

❖ Company Name: \_\_\_\_\_

❖ What does your company sell?

---

---

❖ Who is your target audience?

---

---

- ❖ Are the items you're selling luxurious and expensive or is it cheap and cost effective?

Why?

---

---

☐ Check-in with Ms. Kelsey \_\_\_\_\_

2. Review the elements/recipe of what makes a jingle “catchy” and memorable from the Google Slide shown in class. What elements will you use in your jingle? Explain why you have chosen those elements and why it would work best for your “company”.

---

---

---

---

☐ Check-in with Ms. Kelsey \_\_\_\_\_

3. Once these steps are completed, you will create a Google Slides presentation. The slides should include your answers from the above questions (What your company name is, What does your company sell? Who is your target audience? (Kids (5-8), Young Teenagers (11-14), Adults (21-30), etc.), Are the items you're selling luxurious and expensive or is it cheap and cost effective?). The last slide should include a link to your jingle.

☐ Check-in with Ms. Kelsey \_\_\_\_\_