ELEMENT "SALES" BROCHURE

You are working in the advertising department of a chemical company and your job is to increase public awareness about different elements. You will be in charge of advertising one of the more than 100 elements that combine in a multitude of ways to produce compounds that make up all of the living and nonliving things that are found on Earth.

Your task is to create a six-panel brochure (designed on a computer) that highlights the important information about the element that has been assigned to you.

The brochure must be colorful, neat, and contain the following required information: element name, element symbol, atomic number, atomic mass, drawing of the atom, periodic table location, melting point, boiling point, natural state of the element (solid, liquid, gas), density, physical appearance, type of element, origin of element's name, name of person/persons who discovered the element, date of discovery, five common uses of element, seven interesting facts about the element, your advertising agency name, your name, and date.

See attached brochure template to see how to place the information on the brochure. If you don't know how to make a brochure using, follow these instructions.

Brochure Layout

1. Open a Word Office document.
2. Using the toolbar at top of page, choose *File* and then choose *New.*
3. You will see some options to choose from. Click on *Templates* in list.
4. Click on Brochures and Booklets*.* Make you choice and download to begin.

You will be creating 2 pages, which will ultimately be pasted/printed-back to back, resulting in a tri-fold brochure with a total of 6 columns (areas).

You will complete an element brochure worksheet that must be neat, and contain all the information requested. Please provide a list of sources (at least three) at the bottom of the element brochure worksheet. Your worksheet will need to be turned in with your final project.

You may use the internet (see websites listed below), science books, or other reference sources. DO NOT USE WIKIPEDIA – YOU MUST USE RELIABLE SOURCES. CHECK YOUR INFORMATION!

Element Internet Websites:

http://environmentalchemistry.com/yogi/periodic   www.webelements.com

http://elements.wlink.com   www.chemicalelements.com

http://periodic.lanl.gov/default.htm   www.chem4kids.com/files/elem_intro.html

www.chemicool.com   http://education.jlab.org/itselemental/

When your brochure is complete, you can use the attached rubric to assess how well your brochure meets the criteria.

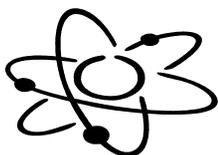Have fun! Be Creative!

ELEMENT BROCHURE RUBRIC

Student _____

	TOTAL VALUE	SELF EVAL	TEACHER EVAL
CONTENT			
▪ Brochure contains the required information	50		
▪ Diagrams, drawings, pictures, and/or graphics are related to the topic and are accurate and appropriate	10		
LAYOUT			
▪ Information is placed on the correct panel	5		
▪ Brochure is folded to present the panels in the correct order	3		
ORGANIZATION			
▪ Presentation is neat and visually attractive (includes color and pictures!)	10		
▪ Proper spelling and grammar used	7		
TOTAL POINTS	85		
GRADE	/85		

Comments: _____

Brochure Template

Panel 2:

Electron energy level drawing of element

Location of the element on the periodic table-Give the name of the group and the number of the period

Melting point ($\circ$C)

Boiling point ($\circ$C)

Density (g/cm^3)

Natural state of element (solid, liquid, gas)

Physical appearance (color, luster, texture, etc.)

Type of element (metal, nonmetal, metalloid)

PICTURE(S) HERE

Panel 6:

Advertising Company name
(your choice)

Your sales pitch can go here.

PICTURE(S) HERE

Brochure Cover contains:

Element name

Element symbol

Atomic number of element

Atomic mass number of element

PICTURE(S) HERE
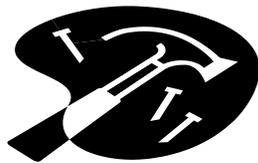
Panel 3:

Origin of element's name

Name of person/persons who discovered the element

Date of discovery

PICTURE(S) HERE

Panel 4:

Five common uses of element

1.
2.
3.
4.
5.

(complete sentences)

PICTURE(S) HERE IF YOU HAVE ROOM

Panel 5:

Seven interesting facts about element

1.
2.
3.
4.
5.
6.
7.

(complete sentences, or bulleted list)

PICTURE(S) HERE IF YOU HAVE ROOM