**Scoring Guide—80 points**

\_\_\_\_\_**(25 points)** Sophisticated website for your THINK TANK. The website is for your organization.

\_\_\_\_\_ **(5 points)** name of your THINK TANK

\_\_\_\_\_ **(5 points)** mission statement for your organization

\_\_\_\_\_ **(5 points)** creative design and site organization

\_\_\_\_\_ **(5 points)** about us page with bios and photos

\_\_\_\_\_ **(5 points)** reference page

*This project you’ve been hired to do is going to be highlighted on your website. You will be hired by other organizations throughout the year. This is just one project of many you’ll be hired to do.*

Your project must have all of the below elements and each must be embedded on your website.

\_\_\_\_\_ **(25 points)** Prezi or Powerpoint to pitch your ideas to the agency that hired you.

\_\_\_\_\_ **(15 points)** highlights research from 5 sources

that are **synthesized** in such a way to convince your

hiring agency to adopt your ideas

\_\_\_\_\_**(5 points)** graphics, title, design

\_\_\_\_\_**(5 points)** presentation of pitch

\_\_\_\_\_ **(30 points)** Infomercial type video

\_\_\_\_\_\_**(5 points)** script

\_\_\_\_\_\_**(5 points)** acting

\_\_\_\_\_\_**(5 points)** editing

\_\_\_\_\_\_**(15 points)** use of research to inform/persuade