

Name _____ Element _____ Date _____ Period _____

Element Research Project

You will research and present to the class the following information about your element:

1. When it was discovered and who discovered it.
2. Physical attributes and properties of your element (Valence, FP, BP, State at STP, look, color, feel, etc.)
3. The chemical attributes of your element (reactivity, combustibility, etc.)
4. Relative abundance in the universe and on the Earth.
5. Where it is commonly found.
6. What are 3 common uses of your element?

End Products: What you will turn in:

1. This page as your cover page.
2. A list of all the information you have found on your element and a list of where you found it. Websites, books, etc.
3. A creative advertisement using this information. Create an advertisement promoting your element, which may be a poster, a script for a radio ad, a storyboard for a video commercial, or a testimonial. Your ad must incorporate most, but not all of your research information. Be creative and really try to “sell it”. We may record some of these for the WHS news.

Grading Rubric:

	Exceeds Expectation 4	Meets Expectations 3	Below Expectations 2	Incomplete 1		
Research	Found all requested information and more than was required.	Found all requested information.	Found most all expected information.	Found some of the information requested.		
Sources	A list of all information, Sources were clearly cited.	A list of information sources was provided	Most information sources were cited.	Sources were incomplete or not clearly cited		
Advertisement	Ad creatively promotes the element, is informative, and entertaining	Ad creatively promotes the element and is informative.	Ad promotes the element, and has some information.	Ad poorly promotes the element, and is not very informative.		
Presentation of written and creative project for grading.	Paperwork is neat and well organized; presentation of advertisement is entertaining with props and dramatic flair.	Paperwork is neat and well organized, presentation of advertisement is informative.	Paperwork is fairly neat and organized, presentation of advertisement needs more information	Paperwork is unorganized; presentation of advertisement is confusing and lacks much information.		