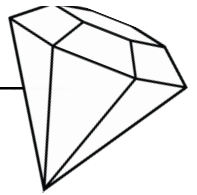


Name: _____

Date _____



Marketing Minerals Project

Your company, Mighty Minerals, is creating an advertising campaign to encourage people to buy more minerals. Unfortunately, many consumers do not understand the importance of minerals in their lives. Your task: research an assigned mineral and create a poster advertising your mineral. Create a slogan and design a cartoon character or superhero to advertise your mineral! Advertisements must be neat and colorful.

Your poster must include:

- Name of your mineral shown clearly (and spelled correctly)
- Picture with color of your mineral (from Internet, photographed or neatly hand-drawn)
- Properties of your mineral:
 - Color(s)
 - Streak
 - Luster
 - Hardness (include Moh's hardness number and name 2 minerals that can be scratched by your mineral (softer) and 2 minerals that can scratch your mineral (harder))
 - Crystal shape
 - Cleavage/fracture
 - Chemical formula
- Locations where your mineral is found. This may be general areas of the world or specific areas. Some minerals are commonly found around the world, others are found in limited areas (include a map). Explain how your mineral is mined and where you mineral can be purchased.
- Interesting facts about your mineral. This should include how your mineral is used (if it is useful to us), how commonly it is found, other interesting properties (like magnetism, etc.), types of rocks in which it is found. Include other information you find that is interesting (and that you understand).
- A list of the sources that you used for information (books, encyclopedias, websites, etc.)
- Your project should be attractive. Make it colorful and neat!

Suggested resources:

Encyclopedias or rock and mineral field guides found in the library

Websites:

geology.com/minerals (good basic information)

mineral.galleries.com

<http://www.sdnhm.org/science/mineralogy/resources/>

<http://minerals.usgs.gov/minerals/>

www.mindat.org

www.webmineral.com

Name: _____ Date _____

Marketing Minerals Project - Rubric

| Requirement | Possible Points | Points Earned | Comments |
|---|-----------------|---------------|----------|
| Name of mineral is clearly displayed & spelled correctly. | 5 | | |
| Picture(s) of mineral included (color) | 10 | | |
| All required properties are included and accurate (color, streak, luster, hardness, crystal shape, cleavage). | 24 | | |
| Location(s) where mineral is found with map. Explanation of how mineral is mined and can be purchased. | 15 | | |
| At least 3 interesting facts | 20 | | |
| Slogan & character to represent the mineral | 10 | | |
| Project is attractive, neat and creative | 10 | | |
| Accurate grammar and spelling | 6 | | |
| Total: | | | |