**-Selling Cell Organelles-**

**Due: Thursday, October 27th for 2 & 4th periods & Friday, October 28th for 1st & 6th periods.**

Creatively Linking Life Science to Technology & Advertising

*The Scenario:*

Imagine you are all advertising executives for cell organelle manufacturing companies. An

international convention of eukaryotic cells is taking place **next week**!

*The Challenge*:

Design, or assist a partner in designing, a sales brochure for your company’s organelle.

*The Purpose*:

The brochure will be printed and handed out to the cells attending the convention. It is

expected that thousands of different types of eukaryotic cells will be there including muscle

cells, RBC’s, WBC’s, as well as single-celled protists like Amoebae, Paramecia, & Euglena.

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Sales Brochure Design Requirements and Rubric:

1. Must include: Company Name and Logo [3 pts]

2. Must include: A memorable sales slogan for the company’s organelle. [3 pts]

3. Must include: A brief description of your organelle’s function-in your own words! [3 pts]

4 Must include: A diagram or “cartoon” illustration of your organelle. [3 pts]

5 Must include: An enticing sales proposal explaining why eukaryotic cells need your

organelle! [3 pts]

6 Must include: An approximate cost of your organelle. [Is there a discount for buying

a case and/or more than one?] [2 pts]

7 Must include: At least two correctly written references that were consulted for the

project, written/typed on the back of the last page of the brochure, i.e.,

web address URLs; book title, publisher, page number(s). [This

includes the class textbook!] [5 pts]

8 Must include: Color throughout the brochure. [3 pts]

9 Must include: Create a 3D, colorful display model of the organelle using any type of material.

Consult a diagram or electron micrograph of the organelle to ensure all major

parts are shown in the model.

NOTE:

A. Use MS Publisher or another computer program to layout the information in “brochure”

(tri-fold) format.

*B.* **Be careful!** Not all cells attending the convention may need or require your company’s

organelle. If your organelle is only found in particular types of cells, i.e. plant cells, that

information must be noted in your brochure. *Your company’s reputation dictates: Never*

*sell a cell an organelle it doesn’t need!*

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Choose one of the organelles below but, no person/partnership may select the same one:

-cell wall -cell membrane -ribosome

-centrioles -nucleus -cytoplasm (cytosol)

-flagella -mitochondria -nucleolus

-cilia -Golgi bodies -chloroplast

-chromatin -lysosome -vacuole

-microtubules -endoplasmic reticulum (ER)

**Extension Activity:**

On the due date; dress up or dress up like the company’s organelle and orally “sell” the

organelle as the company spokesperson(s). Note-taking will be encouraged!