

# We Solve It! Project Advertisement

## CPSC 1302K - Spring 2024

**You get to work on this assignment with your We Solve It! Project team.**

### Purpose

The purpose of this assignment is to help you think critically about your solution and how to promote it. While a lot of focus is on creating a new product in industry, you will likely also need to promote your work internal and/or external to your organization.

### Task

For this assignment, **as a team**, you get to create a 60-second advertisement of your product. Assume that your advertisement will run on a streaming channel for Java developers (so they are your audience). Your advertisement gets to include the following:

- a) Motivation for why someone would want to use/buy it
- b) Footage of your code running

Your team can either 1) present your presentation during the final exam time or 2) you can record the presentation (and we'll watch it during the final exam time). Free screen-capturing options include:

- a) Video conference software (for example, Zoom, Google Meet, etc.).
- b) <https://www.ispringsolutions.com/ispring-free-cam> (free)
- c) <https://www.ezvid.com/download> (free)
- d) <https://www.techsmith.com/video-editor.html> (free 30-day trial)
- e) <https://www.flashbackrecorder.com/> (free 30-day trial)

### What to submit

Each team member needs to submit something to the Advertisement Assignment in CougarVIEW to allow for feedback. If your team is recording your advertisement, then have one team member upload your 60-second video. The other team members can submit a simple statement of who uploaded the video. If your team will be performing the advertisement live, then submit something to CougarVIEW to enable feedback. Submissions are **due in CougarVIEW by Wednesday, May 1<sup>st</sup> at 7:30 AM.**

### Grading Criteria (20 points)

If submitting a recorded video, video runs and has sound (if video) (please review the entire video before submitting). Additionally, presentation includes all the elements listed in the task description.

