

BUILD A PRODUCT

OBJECTIVES: To teach students to work together using each other's strengths; to foster creativity and imagination; and to emphasize the importance of communication..

MATERIALS: Most any items that can be used to construct a product: Example: glue, Scotch tape, masking tape, scissors, construction paper, doll heads, string, straws, tongue depressors, index cards, pipe cleaners, brown paper bags, etc. They will also need a box to store all of the items.

DIRECTIONS:

- Group is equally divided into teams.
- Teams may only use what they have been given.
- Products must be saleable. (Note: the instructor may establish parameters of who would purchase the product; i.e., an age group, time of the year such as a holiday: Valentine's Day, Halloween, Spring, etc.,
- Products should be used by pairs (parents, twins, two friends, etc.).
- Teams may "borrow" additional materials from other teams. Remember this is a competition.
- All members of the team must be involved in the project.
- Steps for teams to complete:
 - a) examine the "raw" materials
 - b) decide what the product will be within the group
 - c) construct the product
 - d) develop a marketing strategy
 - e) develop a "sales pitch"
 - f) sell the product to other teams in the class (three minutes per team)

CONCLUSION: Each team will “sell” their product to the rest of the class. A winner can be chosen by applause.

TEACHER NOTES:

Time Lines:

- Introduction/Questions: 5 minutes
- Building process: 30 minutes
- Presentations: allow about 5 minutes per team (includes transition)
- You can alter these guidelines to fit your individual needs.
- To make this a positive learning experience, you can add “hype” by challenging each group to outdo the other groups.
- You can award a “prize” to the winning team such as a bag of candy, etc.
- Products can be displayed for a period of time in the classroom or elsewhere within the school
- Debrief the objectives and learning from the experience