

## Superpower Product Project (35% of final grade)

### General Introduction

We're nearing the end of our course, so I hope you feel like you've learned a bit about the **real science** behind some **fictional superpowers**. We've looked at things like: What are the **current limits** of human ability? How might we **push** those abilities further? What **consequences** might arise from moving **beyond** those limits? How do our actions **impact** our own bodies, our lives, jobs, social connections, society, and the environment?

For this final project, you are asked to **design** a (hypothetical) **product** to grant **super-human abilities**, and to consider:

- How might this product (and superpower) **affect** your customers' **daily lives**?
- What kinds of **complications** might arise from the use of this product (and superpower)?
- How could you **address** these **consequences**, so they **don't harm** your customers?

This is a **creative** project and is worth **35%** of your **total grade** for the course.

- **Step 1** is to **Choose a Superpower** that has **NOT** already been discussed in our course!
- **Step 2** is to answer some **Planning Questions**.
- **Step 3** is to make a **Creative Sales Pitch** for your product.

I'm so **excited** to see what you **imagine**!

### Step 1: Choose a Superpower

First, choose a **superpower** you would like to **grant** with your **product**. Remember, a **superpower** should be something **incredible** that humans are **not** normally able to do.

► **Note:** You **must** select a superpower that has **NOT** already been directly discussed in our weekly themes. These powers are **off-limits**:

- |                            |                          |                            |
|----------------------------|--------------------------|----------------------------|
| × <b>NO</b> Super Speed    | × <b>NO</b> Flight       | × <b>NO</b> Perfect Memory |
| × <b>NO</b> Super Strength | × <b>NO</b> Invisibility | × <b>NO</b> Regeneration   |

You can choose **ANY** superpower that does **NOT** appear on the above **off-limits** list.

This makes it **harder** to choose a superpower, but if you are stuck here are some **suggestions**:

- Physical transformation such as extra limbs, animal or alien features, or changes in size.

- Manipulation of energy or electricity, or physical substances such as water.
- Mental powers such as telepathy, precognition, or altering other people's memories.
- Teleportation or time travel.
- Get inspired from: [powerlisting.wikia.com/wiki/List of Supernatural Powers and Abilities](http://powerlisting.wikia.com/wiki/List_of_Supernatural_Powers_and_Abilities)

## Step 2: Planning Questions

Next, it's time to **plan** your superpower product. Answer each of these **questions** in **specific detail**. This will help you **organize** your thoughts and **each of these points should eventually be featured** in your **Step 3: Creative Sales Pitch** in some way.

Please think **carefully** and **critically** and **consider many possible perspectives!**

1. Which **superpower** will your product grant to your customers? Describe its **specific effects** (and any limitations of the power) in **careful detail**, as if you are explaining this to someone who doesn't know anything about superpowers or how they work. (Remember **NOT** to select a power from the **off-limits** list!)
2. Why might someone **want** to have this superpower? You should explain **at least 4** benefits. How will it **help** them in their daily lives? In their jobs? In their social lives? In their leisure time? Think about your **target audience(s)**: Who do you hope will buy your product? How will they **benefit** from it?
3. What **problems/drawbacks/consequences** might occur from the use of your product? You should explain **at least 4** consequences. What physical (or other) consequences might there be on the user's body? On other people nearby? On their friends or family members? On society as a whole? On the local or global environment? On crime? On entertainment?
4. How will your product **overcome** these problems? How will you **prevent** these consequences from **negatively affecting** your customers, society, and the environment? Think of some **creative solutions** to **each** of the drawbacks you outlined in the previous question. Be sure to **highlight** how your product **handles** these safety concerns in your **final sales pitch**.
5. What will your actual **product** be? Something to wear? Something to ingest? **Be specific!**

### Step 3: Creative Sales Pitch

Finally, it's time to **sell** us your superpower! You can create **any type of advertisement** you like for this part of the final project, as long as it fulfils the **rubric** requirements (on the final page) and is some sort of **electronic** submission. **All** your **answers** from **Step 2: Planning Questions** should be **featured** somewhere in this **final sales pitch!**

- Create a flyer, photo collage, comic strip, storyboard, scrapbook, newsletter, infographic, poster, or brochure using Canva: [canva.com/create/](https://canva.com/create/)
- Create an interactive presentation using Prezi: [prezi.com/](https://prezi.com/)
- Create a website using Wix: [wix.com/](https://wix.com/) or Weebly: [weebly.com/](https://weebly.com/)
- Create a radio advertisement using Audacity: [sourceforge.net/projects/audacity/](https://sourceforge.net/projects/audacity/)
- Create a video file or television advertisement using iMovie or Movie Maker: [g2crowd.com/products/imovie/details](https://g2crowd.com/products/imovie/details) or [microsoft.com/en-ca/store/p/movie-maker-free/9mvfq4lmz6c9](https://microsoft.com/en-ca/store/p/movie-maker-free/9mvfq4lmz6c9)
- Create **anything** you like using **your favourite tool!**

▶ See the **rubric on the final pages of this document for our marking scheme!**

### Step 4: Submit **Both** the Written Answers and your Sales Pitch

1. You will submit **all** your work for both **Steps 2 and 3** to the link on Blackboard called **“Submit your Final Superpower Project Here”**
  - You can **submit multiple files** if you **need** to separate your Planning Questions from your Creative Sales Pitch.
2. **Create a text document** for your **Step 2: Planning Questions** and answer all the above questions in as much **specific detail** as you can.
3. **Save your document as either a .doc, .docx, .docm, .odt, .txt, .rtf, or .pdf**
4. **Upload** your document using **“Attach Files”** and click **“Browse My Computer”**.
5. Click **“Submit”**. **Double-check** that your document has **uploaded correctly**.
6. If your **Step 3: Creative Sales Pitch** is a **.doc, .docx, .docm, .odt, .txt, .rtf, or .pdf** you may **upload** this file in exactly the **same** way, using the **same** Blackboard course link.
  - If your **Step 3: Creative Sales Pitch** is a **link** to a website (Prezi, YouTube, Canva, etc) simply provide the **website address** in your **submission**.

7. **You** are **responsible** for ensuring that all documents have **uploaded correctly!** If **you** can **open** your work under the “**Review Submission History**” page, then I will be **able** to see them as well. **Technical** difficulties are **no** excuse for **late** assignments!

**Rubric for Planning Questions and Creative Sales Pitch: 22 Total Marks = 35% of Final Grade**

**Remember our Rules for Academic Integrity!**

- Do **NOT** write any words that are not your own! Do **NOT** copy-and-paste from any website!
- I want to see your **critical thinking skills**, and how you make **meaningful, logical connections** between the hypothetical science and our weekly course themes!
- **Any plagiarism will result in a mark of zero and a report filed with the Registrar!**
- **Re-write** and **re-submit** your writing until your **words** are fully **your own!**

**Planning Question #2 Benefits = 4 Possible Marks**

- **4 marks** = At least **4 specific benefits** of the power/product have been **expertly explained**.
- **3 marks** = At least **3 specific benefits** of the power/product have been **clearly explained**.
- **2 marks** = At least **2 specific benefits** of the power/product have been **barely highlighted**.
- **1 mark** = Only **1 specific benefit** of the power/product has been **vaguely highlighted**.
- **0 marks** = Any **benefits** of the power have been **poorly explained**.

**Planning Question #3 Consequences = 4 Possible Marks**

- **4 marks** = At least **4 specific consequences** of the product have been **expertly explained**.
- **3 marks** = At least **3 specific consequences** of the product have been **clearly explained**.
- **2 marks** = At least **2 specific consequences** of the product have been **barely highlighted**.
- **1 mark** = Only **1 specific consequences** of the product has been **vaguely highlighted**.
- **0 marks** = Any **consequences** of the product have been **poorly explained**.

**Planning Question #4 Solutions = 4 Possible Marks**

- **4 marks** = All **4 consequences** have been handled by an **expert solution**.
- **3 marks** = All **3 consequences** have been handled by a **clear solution**.
- **2 marks** = All **2 consequences** have been handled by a **vague solution**.
- **1 mark** = All **1 consequence** has been handled by a **poor solution**.
- **0 marks** = **No solutions** have been proposed.

### Sales Pitch Benefits = 4 Possible Marks

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- **4 marks** = 4 **specific** benefits of the product are **expertly highlighted** in the sales pitch.
- **3 marks** = 3 **specific** benefits of the product are **clearly highlighted** in the sales pitch.
- **2 marks** = 2 **specific** benefits of the product are **barely highlighted** in the sales pitch.
- **1 mark** = 1 **specific** benefit of the product is **vaguely highlighted** in the sales pitch.
- **0 marks** = Any benefits of the product are **poorly highlighted** in the sales pitch.

### Sales Pitch Solutions = 4 Possible Marks

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- **4 marks** = 4 **specific** solutions to the negative consequences of the product are **expertly highlighted** in the sales pitch.
- **3 marks** = 3 **specific** solutions to the negative consequences of the product are **clearly highlighted** in the sales pitch.
- **2 marks** = 2 **specific** solutions to the negative consequences of the product are **barely highlighted** in the sales pitch.
- **1 mark** = 1 **specific** solutions to the negative consequences of the product is **vaguely highlighted** in the sales pitch.
- **0 marks** = Any solutions to the negative consequences of the product are **poorly highlighted** in the sales pitch.

### Creativity of Advertisement = 2 Possible Marks

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- **2 marks** = Pitch is **expertly organized**, includes **many images** or **other media** (like sound), and **uniquely grabs** the audience's attention.
- **1 mark** = Pitch is **adequately organized**, includes **some images** or **other media** (like sound), and **somewhat grabs** the audience's attention.
- **0 marks** = Pitch is **disorganized**, includes **few images** or **other media** (like sound), and **does not grab** the audience's attention.