

Making Minerals Marketable



Your company, *Mighty Minerals*, is creating an advertising campaign to get 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 then create a broadsheet (poster) advertising your mineral.

To complete this project you must complete the following tasks:

1. **Research your mineral.** You may use a variety of reference sources, such as encyclopedias (books or CD-Rom), science encyclopedias, science catalogs, magazines, and Internet sites*.
2. **Complete a Mineral Information Sheet.**
Information sheets must be neat, written in black ink, and contain all the information requested. You also need to provide a list of your sources on the back of your information sheet. A minimum of two sources are required.
3. **Create an advertising poster for your mineral.** The poster **MUST HAVE**:
 - a. Mineral's Name
 - b. Formula
 - c. Where can I purchase the mineral? (Where is it mined at?)
 - d. Uses (At least two or more of its important uses.)
 - e. Slogan (a brief attention-getting phrase)
 - f. Picture of product/use
 - g. Colorful/Neat/Humorous
 - h. Poster needs to be larger than 8 $\frac{1}{2}$ by 11 inches.

Poster due: Friday, October 2 at the end of class.



Created by G.Baker www.thesciencequeen.net
Adapted from Mighty Mineral Project from T.Trimpe
<http://www.sciencespot.net/Media/mghtymin.pdf>



Name _____ Mineral _____



Making Minerals Marketable Data Sheet

Chemical Formula	Color
Mineral Group	Streak
Hardness	Cleavage
Producers of the mineral. (Where can you buy it?)	Fracture
Who discovered it & when?	Interesting Fact

Important Uses:

- 1.
- 2.
- 3.

