Conic Sections Project

You and your teammates are members of a marketing team for TI. You were hired to create a marketing campaign for a new TI-calculator. In order to keep your job, your campaign needs to have the following components:

- A name for the new calculator and description of its features and improvements from the TI-84
- Estimated production cost and sale price
- A plan for selling your calculator- Where will you sell it? Who's your audience?
- A filmed video advertisement (30-90 sec) promoting the new calculator

You will present your advertisements and plan on Friday, May 18.

Rubric

This will be a test grade on the 4th quarter and will be based on the following rubric:

Group Component- 50 points (due Friday, May 18)

- Marketing plan includes name, description, cost, and plan for sales…… 10 points
- Advertisement is ready to view on May 18…… 10 points
- Quality of presentation and advertisement …… 20 points
- Creativity……10 points

Individual Component-50 points (due Friday, May 18)

- Created picture using conics- on time, high quality, includes all conics, fits theme…… 25 points
- Finding conics in images- on time, fits theme, accurate, includes all conics…… 25 points

If some group members are absent Friday, May 18, you are still expected to present. One person from your group must submit your video and presentation materials to Google classroom by Friday, May 18 at the beginning of class or they are late.

Individual Component Details

Each person needs to submit links to both of their Desmos graphs on Google classroom

Create a Picture Using Conics on Desmos:

To show the calculator's graphing capabilities, you will create a graph online using desmos.com. On this website, each group member will create their own drawing that uses at least one of each conic section (parabola, circle, ellipse and hyperbola). Your group will need to have a theme that each drawing fits into (stuff is not a theme…). This theme does *not* need to have anything to do with your marketing plan and calculator name. You may include other equations in your drawing, but use of each conic section must be clear. You may restrict the domain/range for your equations, but you must clearly see each conic (for example, you need to see both sides of the hyperbola and a full ellipse). You will submit the link to your graph over Google classroom.

Finding Conics in Images:

On a separate graph, you need to find an image or images (no more than 2 different images) that contain one of each of the conic sections. This image also needs to fit your group's theme from the picture you created. You will upload this image to Desmos and add the equation of the conic that best fits each the conic in your image. Make each of your equations a different color. Submit your link through Google classroom.