

*Genre Report: Fantasy***A New Cereal Box on the Shelf!**

Now's your chance . . . an opportunity to create a new brand of cereal and design the box based on the fantasy book you just finished reading!!!!

Due Dates

Book Approved:

9/12/08

Book Finished:

9/19/08

Project Completed

9/30/08

Materials

Empty cereal box, white or light-colored paper, scissors, markers or crayons, construction paper, glue & tape

Directions

- 1) Choose a fantasy at your AR level that interests you. Have it approved by your teacher and your parent.

Book Title: _____

Author: _____

- 2) Create a name for your cereal that will grab your customer or audience's attention . . . it must relate to the story in some way! Then, design a shape for the cereal, as well as colors and ingredients that explain some important part of the book. Don't forget to make it neat, colorful and appealing for your customer!!!! For example . . . for Harry Potter and the Sorcerer's Stone, you might create a new cereal named Wizard Wand, a crunch oat cereal in the shape of miniature lightning bolts!

- 3) Find an empty cereal box and cover it with white or light-colored paper (just let me know if you need some), or write & draw on regular sized paper and then carefully glue them onto the box. Hint: Make sure to write and draw a few rough sketches before placing your final copy on the box.

→ *Front Cover:*

Write the name of your cereal box in large and creative lettering on the front of the box, and include a colorful picture that represents your fantasy to go with it. It must be neat, too! You might want to draw characters or an exciting scene from the story to help sell your new cereal. Look at the actual cereal box to get a few ideas . . . and don't forget to make it appealing and fun!!!

→ *Back Cover:*

For the back of your cereal box create a game based on the story. It could be a puzzle, a word game, a maze, or any other create idea that might be found on a cereal box . . . make sure that it reflects the fantasy you chose with lots of information from the book. Under your game, leave some space and create a section entitled Genre. In this area explain what makes a fantasy different than other types of literature!!!

→ *Left Side:*

Include a section entitled “Ingredients” on the right side of your cereal box and list the main characters of your fantasy. Write a sentence that describes some special characteristic about each one. Then, below the ingredients section describe the setting (place & time) and explain why it was important to the story.

→ *Right Side:*

On the right side of the box write a summary of the book. Remember: Include an “intro thought” that introduces the title and author and then describes the main problem or conflict in the story, share several main events in sequential order, and end by explaining how the problem or conflict was solved . . . or how the fantasy ended.

→ *Top of Box:*

A cereal maker never leaves any unused space on their product . . . so, write the title and author on the top of your cereal box, and create a small icon or design the size of a stamp to fit in the corner (like the box tops you turn in for money)!!!

- 4) Plan a two minute commercial for your cereal and be ready to present it to the whole class. During the presentation make sure you are prepared, look at the whole class when “selling” your cereal, stand appropriately, use a strong and clear voice, and make sure to use the cereal box as a prop and part of the presentation!!!!



Name _____ # _____ Date _____

Genre Report: Fantasy Rubric

A New Cereal Box on the Shelf!

Book Title:	Possible Points	Earned Points
(1) Was your book approved by the due date?	5	
(2) Did you hand in your project in time?	5	
(3) Is your cereal box neat, colorful and appealing?	10	
(4) Is the front of the box complete & thoughtful?	15	
(5) Is the back of the box complete & thoughtful?	15	
(6) Is the right side complete & accurate?	10	
(7) Is the left side complete & accurate?	10	
(8) Is the top complete and follows the instructions?	10	
(9) Are the spelling, punctuation, and grammar correct?	5	
(10) Was the commercial informative and interesting?	15	

Comments:
