

Checkpoint #3 - Prototype 1

THIS IS A GROUP DOCUMENT. GROUP LEADERS SHARE THEIR COPY WITH THE GROUP AND ALL MEMBERS CONTRIBUTE TO THE DOCUMENT! You need to fill it out entirely and follow the instructions provided.

Overview

Team Roles Breakdown

Car Team

Marketing Team

Combined Tasks

Check-points	DQ: How can we innovate vehicle design solutions to win a race?	total	Score	Bonus
Revision (3/20)	1. Address the driving question in revisions to original designs.	5		
	2. Present a revised blueprint of the vehicle	20		
	3. Present a REVISED timeline of marketing strategies	10		
Research and mentorship (3/20)	4. Research : record research you have done to help improve the design and/or marketing solutions and/or class connections	10		
	5. Mentor meeting(s) and reflection	10		
Total points: 55 [Marketing: 10, Car: 20, Combined: 15]				
Prototype (3/1)	1. Teamwork : show evidence of connection between revised blueprint/prototype and marketing strategies, including digital campaign	15		
	2. Show evidence of marketing costs and fundraising	10		
	3. Logo	10		
	4. Team image developed: name, team bio/story, etc.	10		
	5. Evidence/description of energy needs and consumption to improve car	20		
	6. Evidence/description of aerodynamics to improve car	20		
	7. Evidence/description of safety mechanisms	20		
Total points 105: [Marketing: 30, Car: 60, Combined: 15]				

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Revision - Due March 20th, 2019

1. Connect your ideas to the driving question, “**How can we innovate vehicle design solutions to win a race?**” Record your ideas below--how have your ideas changed during the building process? Have you added any new innovations or improved ideas you already had?

2. BLUEPRINTS

- Record how your blueprints are being improved based on new materials collected, etc.
- Show evidence of connection between revised blueprint/prototype and marketing strategies
- Connect revised blueprint to budget

3. Marketing strategies

Provide a detailed, REVISED task plan/timeline of your marketing strategies.

4. What research have you done to help you improve your design and/or marketing strategies? Provide evidence of your research in the table below. This is a great way to find help with your connections! Think about scaffolding.

Group member	Title of Source	Website or source (Author, Publisher, & Date)	Objective Summary of Source <ul style="list-style-type: none">- Design element- Major details that support design element- Author's credibility	How does this source help you with revisions and/or connections?

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5. Record your mentor meeting and the results. **What did you learn from the mentor feedback? How did your mentor help you understand your project? What questions do you still have?**

Mentor's Name	Area of Specialty	Contact Info
Reflection questions		

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Prototype - Due March 20, 2019

1. Teamwork makes it better!

- Demonstrate how your building and marketing teams are working together.
- How is your marketing strategy reflected in your design?
- How is your design reflected in your marketing?
- How have you demonstrated teamwork in your revisions?

2. Marketing costs and fundraising and/or sponsorship

- How are you preparing to fully market your car? How will you present it to potential sponsors?

3. Logo

- What is your logo? How does it help tell your story?

4. Team Image/Story

- What is the story of your car? Include details such as team name, member bio, etc.

5. Energy needs/consumption

- Is your design realistic? Include evidence of math and/or physics connections (hint: share these with the marketing team for their sponsor pitches!)

6. Aerodynamics

- How have you included aerodynamics in your design? Describe how you chose your aerodynamic design.
- How is your design restricted by the available supplies?

7. Safety mechanisms

- Show evidence of all required safety mechanisms.

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**CONGRATULATIONS! YOU HAVE
COMPLETED CHECKPOINT #3!**