

Cereal Box Book Report

Select a book from the required reading list. Make a cereal box that represents the book. Use a real cereal box for ideas about how to format and design the box. Include the following items on the box:

Front

Include the name of the cereal and a picture. Invent a name for the cereal that is related to the title of the book and sounds like a cereal. Do not use the exact title of the book.

Side One

- Make a list of ingredients that includes the story elements.
- Create a "Nutritional Facts" chart that rates the book by giving the percentage of the RDA (Recommended Daily Allowance) in several categories (humor, drama, suspense, action, education, vocabulary, etc.) Make sure you include these and at least three categories of your own.

Side Two is your Choice. You may not repeat material from any of the other sides.

Top – Title, Author, Publisher, Date, Number of Pages (Illustrator, if there is one)

Bottom – Your name, and the date

Back

- Illustrate scenes or characters from the book.
- Create "catch phrases" to go along with the cereal and the commercial.

Prize

Cereal boxes often include a prize. Your cereal must include a prize for the protagonist. It must be something he/she could have used in the book.

Oral Presentation

The oral presentations will be made on September 30 and October 1, 2002. If you are present, you are expected to make your presentation.

Your presentation will be a 30 to 60 second television or radio commercial for the cereal.

You will be timed. Practice your commercial to make sure of the timing. Use the following guidelines for writing the commercial:

Do not just encourage the audience by using opinion words (exciting, great, interesting, best, good, etc.), but also by featuring elements from the book - scenes, facts, etc.

1. Be dynamic. Try to convince the audience to buy the cereal whether you liked the book or not.
2. You may consider discussing the "nutritional value" of the cereal as part of your sales pitch.
3. (Optional) Be a character from the book as you make your pitch.

Literacy Rules!