Label Checklist

Team Product Idea:
- ☐ Our idea serves a real need for society

Team Product Slogan:
- ☐ Our slogan is catchy, reveals purpose and states why you need it

Team Product Logo:
- ☐ Our logo is EYE POPPING!
- ☐ Our logo shows relevance to the product

Label Format:
- ☐ My label format is creative
- ☐ I used design principles
- ☐ I used a computer to generate my label

Description:
- ☐ I described how to use the product and gave a rationale for its use

Evidence:
- ☐ I used a logical evidence that is congruent with the properties of my product
- ☐ My experiment(s) are explained in a way that persuades the consumer

Writing for a Purpose:
- ☐ I used persuasive writing techniques
- ☐ I wrote grammatically correct
- ☐ I used peer or adult edits

Flair:
- ☐ I used extra flair such as background stories, extra design, or other creative twists
- ☐ My label exclaims, "WOW!"

Questions to ask reviewer:
- How can I make it better?
- Would you pick my product off a shelf?
- Would you buy it?