



Self-Evaluation

1. This project required critical thinking in many ways. Since I was responsible for the result of my project, I had to analyze and think ahead at all times. For the most part I was able to complete assignments on time with quality. I was challenged to figure out the meaning of each and every package, which meant I had to ask many questions before starting.
2. Everything about this project required me to be self-expressive because everything that I did for this project was my idea. I made the project so that it fit me as a person and I got out of it only what I wanted to. Everything from writing the packages to my advertising campaign took a lot of creativity.
3. Being a life long learner means that I am able to understand new concepts when they are presented to me. This project provided only a fraction of what I will have learned at the end of my life, but it has trained me too. This experience has showed me that I can team whatever I need to in this world. Thanks to the great learning stretch that my project provided, I was presented with many new concepts and skills that would have to be grasped in order to be successful with the project.
4. I feel that being a Quality Control Partner did this for me. I was presented with two "citizens" who needed help with their projects. I know that I made a positive impact on these "citizens" and their projects. Being a responsible citizen meant that I had to make sure that I was always in class ready to give these people my best effort because I knew they depended on me. If for some reason I could not make it to school on the day that a package was due I was ready to make up for it by completing my quality report shortly

after my absence.

5. This project definitely made me a more effective communicator and also made me realize a few things about communication. I learned that communication requires persistence. When I was presented with the problem of not being able to meet with Mr. Ramirez, I had to find a way around this. By communicating effectively with him I was able to still complete the advertising campaign. Because I was working around his schedule, persistence in calling him was crucial. Also, as a Quality Control Partner I was required to communicate with two people. It was up to me to get the information that I needed to give a report on their progress. I also had to find the right way to give them suggestions. As a written communicator, I became much stronger. From completing all the packages and the Senior Plan I feel that I learned a lot about the mechanics to writing, including how to catch the reader's attention.
6. My research was mainly done via the Internet and also by asking my mentors many questions. With the Internet I printed out a huge stack of papers having to do with patents and copyrights. I then went back and pulled out the useful information and highlighted. After I had done that, I found out by talking to Mr. Willis what a patent costs. I learned that this was not something that was probable for a novelty item such as mine. I also did some research on novelty items. I went to Spencer Gifts' website where I printed out a bunch of novelties that business people would buy. This will help me prove that The Rubber Pencil Machine can sell. I later went back on the Internet to find information on how to secure rights to my business name. The Orange County Register's website provided me with great information on this process.
7. My first stage was building the prototype, which I spent about fifteen hours with Mr.

Willis to complete. I also spent about five hours alone on this stage at home working with the soldering iron and glue gun to get the right motor speed and torque. Some of this time spent at home also went towards finding the right fitting for the pencil to sit in to get the rubber effect. I spent about two hours at Radio Shack over two visits getting the right pieces and making the right circuit connection. Next, was the research stage, which took me about four and half hours between obtaining the information and reading it. I spent about six and a half hours between talking to Mr. Ramirez on the phone and meeting him at the office. I spent twenty-four hours total on my ad campaign at home. This includes the point of purchase, box design, and magazine ad. Then there was the package stage. I spent uncountable hours on my packages. I had to completely redo Packages 1-3 and before I redid some of them I had already revised them. I messed up on identifying and analyzing the problem, which messed up the rest of the other two packages. I also spent about two hours revising all of the packets or a second and third time. See # 6.

8. The most important material for my project was the toy that Mr. Willis and used to make the prototype. This saved us from having to figure out exactly how to make the lever bounce up and down. I think that the pictures I took are also very essential to proving that the prototype was made by me.
9. There were three stages to this project that really needed help with and luckily, I had a human resource for each stage. Mr. Willis showed me the ropes when it came to inventing and engineering. I learned how to solder, make plans, use power tools, and dig through the garage to find the perfect piece for an invention. I could have never completed my advertising campaign with such success if it was not for Chase Ramirez. I have never advertised for a brand new novelty item. Unlike the Taco Bell campaign I

worked with last year, my invention was extremely difficult in finding a place to start. Mr. Ramirez got me in the thinking mode for this campaign- In advertising, brainstorming with your colleagues is the most important part of campaigning because that is when you get the best ideas. He gave me ideas to expand on and I gave him ideas to expand on. It was a real team effort. Also, I would have been lost when it came to doing a point of purchase display and a box design without him, but both turned out pretty good. The other stage that I really needed help on was completing the packages and Mr. Whitmore was very helpful. I was able to meet several times with him to discuss the expectancies for each package. He helped me figure out what I was doing wrong and he redirected me. Without his help, my packages would certainly not be what they are now. See #7

10. I believe that pretty much everyone has at least one good product idea in his or her life where they say to themselves "Hey, why don't they do that." The only problem is most people do not act on their ideas. I am so glad that I acted on mine because it has opened me up to a whole new career choice, which I know I would really enjoy. I suggest to anyone who wants to explore their creative side and test their limits, that they take one of their ideas and try to implement it. Whether they create an advertising campaign or choose to focus on marketing, they will still get experience in fields of study that they may want to do in college.
11. I have learned a lot about what I can do when I put my mind to it. I have gained so much confidence in my abilities. I really feel like I beat the odds with this project when it came time for the advertising campaign. I was presented with a huge dilemma. Even though I contacted Mr. Ramirez in early April to let him know it was time to work on the

campaign, I was stiff unable to work with him until the very end of the month. Looking back, I see how easy it could have been for most seniors in their last semester to turn away from such a dilemma and that is what gives me pride in my project. really do feel like I have accomplished a great feat. Also, I have learned the importance of spreading out work over the time that I am given so account for any dilemmas that come just before the deadline.

12. See #11

13. I think one of the largest obstacles to overcome was focusing on what I really wanted to get out of the project. In the beginning I was very confused with what was expected of me and what was the right amount of work. See #11.

14. I narrowed down the project to building a prototype and creating an advertising campaign, I found that things flowed much easier and this way I could do better work. See #11.

15. Who has ever heard of The Rubber Pencil Machine, besides the entire CIBACS class who seemed to be intrigued by the idea? I think my project was extremely unique just because of the invention itself On top of that, the advertising campaign really squeezed the creativity out of me. See #2.

16. I don't think I would change anything because even when I messed up on parts of the project, it was all about that "learning experience" that Mr. Whitmore was always talking about.

17. When I completed the prototype for The Rubber Pencil Machine was the best part of my project. It was new thrill to experience. I have created many things before, but nothing that I wanted to sell. This has given me the confidence to go through with more of my

ideas from bumper sticker slogans to different editions of The Rubber Pencil Machine.

18. See #II

19. When I first thought of building The Rubber Pencil Machine for my senior project I was planning on adding an advertising campaign. Then I got worried about not having a learning stretch, I forced myself to learn about patenting. I said I would do a marketing plan because I got it confused with the final written report. So I dropped both ideas. I still researched patents, but I did not go as deeply into it as I planned to. I through out the marketing plan idea when I realized that it was not required. See # 1 3.

20. I think my project is strong according to the rubric. I did pretty well at title management with some exceptions. I have done a lot of work, which my appendix will prove. I think that I my learning stretch was maxed out learned many different concepts and skills from the multiple parts of this project. I think I did an excellent job with problem solving. My documentation is pretty good which my appendix will also show. I think my project shows much creativity too. I am really proud of my main products. I feel that I did a very thorough job on all of them. See #11 & #15.