

Finding the Market

A WebQuest for Careers in Earth Science: Cartographer

Introduction

People use maps, whether traditional paper maps or electronic maps available through GPS devices, for many different purposes. A good map is designed for its users: a map for car and truck drivers is probably very different than a map made for ecologists studying a region's waterways. Part of a cartographer's job is to produce maps with the information required by the map's intended audience.

Task

Your advertising agency has been hired to develop an advertising campaign for a new GPS device. Your task is to produce a 30- to 60-second video commercial advertising a new GPS device to the target audience. The commercial should clearly address why this device is well-suited to the mapping needs of the target audience.

Process

Record your answers to the following questions.

1. With your group, brainstorm at least five possible target audiences. How does each audience use maps? Record the results of your brainstorming session and choose a group as your target audience.
2. What are the specific mapping needs of your target audience? What features should the new GPS device have in order to meet these needs?
3. How much will your GPS cost? Research current GPS devices to determine a reasonable price for your device. Provide source information for the price data you find.

Video Commercial

Your submission will include the video commercial, a written script of the commercial, and a written record of the process steps given above. The commercial must present the GPS features and price to the target audience. The commercial must clearly present how the device meets the needs of the target audience. Remember that a boring commercial probably won't do its job of selling the product. A successful commercial will be memorable in some way.

The written summary should include information relating to the mapping needs of this target group and how the new device will meet these needs. The written report also should clearly indicate why your group chose to target this audience.

Resources

Many professional cartographic associations have Internet resources that may help your group develop ideas during the brainstorming portion of this activity.

Evaluation

Read this rubric to see how you will be scored on this activity.

Criteria					Points
	0	5	10	15	
Process: Brain- storming	Brainstorming not attempted or included	Two or fewer possible target audiences considered, or groups' mapping needs not identified	3 or 4 target audiences considered; each audiences' mapping needs clearly identified	At least 5 target audiences considered; each audiences' mapping needs clearly identified	
Research (Process Questions 2 and 3)	Research not attempted or included	Answer to only one of the two questions	Both questions answered but sources not included or partially incomplete answer	Both questions answered clearly and completely with sources as appropriate	
Script	Script not attempted or submitted	Partial script submitted	Submitted script does not fully explain product features	Complete script included	
Video Commercial	Commercial not attempted or submitted	Video does not include required information about features and price	Video includes all required information, but lacks creativity in presentation	Video creatively presents all required elements	
Total Score					