

## POPSTARS PROJECT

You are the Manager of a new pop group or artist and it is your job to promote them and make them into a star!! In order to do this you must complete the following tasks:

### **Task 1**

Think of a catchy name for your band/artist.

### **Task 2**

Design a logo that will be used on all their albums/singles/posters. You must print your logo in 3 different sizes - small, medium and large in order to make sure it looks good on your letterhead, posters and tee shirts.

### **Task 3**

Design an eye-catching poster advertising their forthcoming concert. It must include the following items:

- Name of band/artist
- Date
- Time
- Venue
- Price of tickets
- Logo

### **Task 4**

Write a business letter to 4 record companies telling them about your new sensational act and inviting them to the forthcoming gig. You can get the names and addresses from the Library or Internet. The letterhead should include your logo.

### **Task 5**

Design a CD cover for the new single. It should contain the name of the band, logo and details of the songs (at least!)

**Task 6**

You have decided to start a fan club. Design a data capture form that fans will have to complete in order to join. It must have a suitable title and allow applicants to enter the following information:

- Name
- Address + post code
- Date of birth
- Telephone number
- Other favourite band/artist

**Task 7**

Design a database to enter all the information above and input the data. You need at least 20 records.

1. Print a table showing your fieldname, type of fields (number, text etc), length
2. Print a list of all the names and addresses in alphabetical order
3. Print a list of names and dates of birth in date of birth order
4. Print a complete list of all the data

**Task 8**

You need to explain to the band how the revenue from the sale of CD's is divided out. To do this you have decided to show the information in the form of a table and a pie chart. The revenue is divided as follows:

- Record company takes 25%
- Songwriter takes 20%
- Band/artist takes 10%
- Advertising takes 10%
- Manager takes 15%
- Government takes VAT at 17.5%
- Other expenses account for 2.5%

**Task 9**

You have decided to sell your CD's at £15 each. Design a spreadsheet showing how much each of the above percentages would come to if you sell 100, 1000, 5000, 10000, 100000 CD's.

Print a copy of the formulae used in your spreadsheet.

**Task 10**

Using Powerpoint design a 5-slide presentation telling the record company about your band/artist. Include some graphics and sound taken from your research on CD ROM and the Internet

Print a copy of your presentation in black and white using 6 slides per page.

**Checklist/Assessment Sheet**

<b>Task no.</b>	<b>Task</b>	<b>Completed</b>	<b>Assessment</b>
1	Name of band/artist		
2	Design a logo		
	Printout of logo (small)		
	Printout of logo (medium)		
	Printout of logo (large)		
3	Design a poster		
4	4 business letters		
5	Design a CD cover		
6	Data capture form		
	20 copies filled in		
7	Design a database (table)		
	Names & addresses		
	Names & dates of birth		
	Complete list of all data		
8	Pie chart of costs		
9	CD spreadsheet		
	Printout of formula used		
10	PowerPoint presentation		