

“The Whole Cell Catalog”

Purpose:

There’s not much you can’t buy by mail-order any more. There are catalogs for just about anything you can think of. Your task in this assignment is to create a catalog for something that there may not be a market for yet. . . But there very well could be in the future! Your catalog will be for the major organelles in a cell.

Procedure:

1. Form groups of 4 students.
2. Decide which individual in your group will be responsible for the catalog pages describing each of the following organelles:

cell membrane

nucleus

ribosomes

golgi apparatus

chloroplast

mitochondria

endoplasmic reticulum

cell wall

3. Use textbooks or other references to look up information on the organelles you were assigned.
4. Design a page in your catalogue for your organelles. Your page must include a typewritten description of your organelle and its function, the sales pitch, a pricing structure, and a full color diagram to illustrate your “product.”

*Original artwork is preferred; however, if you download diagrams from the internet or CD-ROM, be sure to include appropriate reference citations.
5. Your catalog should have one central theme, and all organelle prices should be comparable.
6. Your catalog should include a background page. This is an introduction to the consumer about your company and why it is important. You should discuss all of the following:

The Cell Theory (what it is and technological advances which have aided in its development)

Why your company is important to the consumer, how it was founded etc. (Be creative!)

Make up a new technological advance that will make your products even more useful

7. Your group will need to design a cover for your catalog and produce a Table of Contents that will be the first page inside the cover of your catalog. The TOC should be done last. Use this format:

Organelle	Author	Page Number	Points
Cell Membrane	J. Student	1	_____
Mitochondria	Ima Kid	3	_____

8. Your final grade on this assignment will be a combination of your individual page's grades and your "group" grade for the entire catalog.

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