**UNIT 1 PROJECT: Country & Culture Multi-Genre Project**

* **Task**: You have been hired by an advertising agency as a cultural expert. You are representing an entire culture, so you must explore, research, and immerse yourself in its culture (rituals, traditions, literature, art, economy, society, food, music, and people).
* **Goal**: To present research-based, culturally appropriate materials for the advertising agency to build an ad campaign to represent your chosen culture.
* **Audience**: Your audience is not only the advertising agency who has hired you as their cultural expert, but also the United States Embassy who has hired the ad agency to develop an advertising campaign.
* **Product**: A research-based portfolio on a culture/country of your choice. Your final product includes the requirements on the back of this sheet. You will use this sheet to keep you organized throughout the project. Keep it in a safe spot!

**Rubric:**

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| --- | --- | --- | --- |
| Research – 100 points | Writing – 100 points  | Presentation – 100 points  | Self-Assessment - 100 points |
| Prior Knowledge Activator – 15 pointsResearch Planning – 30 points Research Notes – 55 points  | Folder & MLA Heading – 20 points Informational Writing – 50 pointsNeatness, Effort, MLA Format – 30 points  | Digital Presentation – 40 points Oral Presentation – 30 points Visual – 30 points | You will complete a self-assessment of your organization, completion of timed goals, and final product.  |
| Total Pts. \_\_\_\_\_\_\_\_ | Total Pts. \_\_\_\_\_\_\_\_ | Total Pts. \_\_\_\_\_\_\_\_ | Total Pts. \_\_\_\_\_\_\_\_ |
| Comments: |

**Due Date:**

All components are due on **FRIDAY, AUGUST 29th.** You will be assigned “guideline” due dates for each step as we go through the process.

**Extra Credit Component:**

You may earn up to 100 points extra credit by completing up to two pieces of creative writing: poem/journal entries/short stories/drama. These should depict your culture’s story or an individual within your culture. These are due with your final portfolio on August 29th.

**Requirements: Check this list as you finish each part of the project.**

* Folder – You will obtain and use a two-pocket folder with prongs to secure and turn in all parts of your project. The front of your folder should be headed in MLA style.
* Prior Knowledge Activator Worksheet - Complete the graphic organizer with all information you currently know about your culture.
* Research Planning Worksheet – Answer questions about your culture and plan where you need to go ***before*** you start your research. You will use this sheet when we go into the lab, but you need to complete this sheet before you can get on a computer.
* Research Notes and Sources Worksheet – As you conduct your online research, fill out this graphic organizer. Make sure you show clearly the answers to each question identified during your Research Planning, as well as the information you need for each topic given to you. You must use *at least* three different sources (websites, articles, videos, etc.). Make note of EVERY source you use. BE SURE YOU DOCUMENT EACH SOURCE YOU USE IN MLA FORMAT- we will review this before you begin.
* Informational Writing (300 words) – From the knowledge you gain throughout your research, you will *independently* write an informational essay detailing the aspects of your culture that your audience will be most interested in. Your essay *must* be typed in MLA format and include relevant citations and a Works cited page.
* Visual – You will independently create either a poster or a brochure representing the most important information about your country and culture. This should be colorful, neat, and creative.
* Digital and Oral Presentation - Based on your research, create some type of digital presentation (Prezi, Animoto, Glogster, Movie Maker, etc.) summarizing the history of your culture (political/government information, major events, anything that has shaped your culture’s infrastructure). Please avoid PowerPoint. This will be presented to your audience at the end of the project; your presentation should last between 5-7 minutes, so please keep that in mind as you prepare this portion of it.
* Self-Evaluation: You will complete a self-evaluation of your own work. Your score for your own work will be combined will be part of your final grade.
* Creative Writing (Extra Credit Component): You may earn up to 100 points extra credit by completing up to two pieces of creative writing: poem/journal entries/short stories/drama. These should depict your culture’s story or an individual within your culture. These are due with your final portfolio on August 29th.