

GROUP ASSIGNMENT: T-SHIRT ADVOCACY

Due on FRIDAY, 9.14.07

For this assignment, you will work in teams of five to produce one project as a group.

The purpose of this assignment is to create a promotional campaign for BIO 121. The centerpiece for the campaign will be a T-shirt, but as a group you will also decide on several other media, such as bumper stickers, posters, commercials, short films, websites, radio spots, print advertisements, etc., that best promote your message and that best promote the skills you have as a group. You will need to choose a minimum of three different media for your campaign. Be creative! (You will produce proposals for these media, NOT THE MEDIA THEMSELVES.)

Decide on a message. This original message can be altruistic (help freshmen taking Biology 121 classes), political (anti-Biology 121! or pro-Biology 121!), based on a cause (change Biology 121 classes now!), a set of instructions (how to survive Biology 121 classes), personal or social identity (why I love/hate Biology 121), motivational (Biology 121 classes build character), commercial (sign up for Biology 121 classes now and we'll throw in a free t-shirt!). The message can be as complex and layered as each group likes, but be sure that it can be expressed in a clear, catchy slogan.

FINAL SUBMISSION:

By the beginning of class on Friday, 9.14.07, each group will submit the following:

1. A T-shirt design, and proposals for two other types of media
2. A thorough, written design plan for the campaign; this design plan will include:
 - the group's slogan
 - a statement of purpose (i.e., the message)
 - an identification of the campaign's audience
 - a description of overall strategies, with justifications based on the statement of purpose and identified audience
 - an explanation of the choices of media, with justifications based on the statement of purpose and identified audience
 - ideas about arrangement (i.e. composition and design), with justifications based on the statement of purpose and identified audience
 - a plan for testing the chosen media's communication at all stages of production
 - an evaluation of the campaign's overall effectiveness
3. A brief explanation of each group member's individual contribution

Each group will present their T-shirt design, media proposals, and design plan to the class on Friday.

This is meant to be a fun project that allows you to collaborate with your peers. If, as a group, you feel someone is not putting forth sincere effort or is seriously detracting from the group's ability to complete the project, I reserve the right to give that individual a zero for the project. Please come see me immediately if you have concerns about the work of others or the group as a whole.