

Final Multimedia Project

Guidelines

You will be creating a multimedia project to display your knowledge of Racial and Cultural Barriers based on all we have learned during this unit. You will create a fictional controversial event (such as Tom Robinson's case, Trayvon Martin's Case, depictions of various events during the Civil Rights movement, or the internment of Japanese-Americans).

Your project **must** show an understanding of how biases toward race work in the media. There are a few options to do this.



Option 1) Write two news articles, one showing a bias for the event, and one showing a bias against the event. Each article must be at least 500 words, and include a picture(s) depicting the event to garner sympathy from your audience. This means that **BOTH** articles will comprise of at least 1,000 words and that there will be **AT LEAST** two pictures depicting the same event. Hint: Think about how different pictures of the events of the Civil Rights movement depict the events. Some show clear bias for those who are protesting, and some show disdain.

Option 2) Create two podcast interviews discussing the event. You must have two different interviews, showing a bias of the news station or of the interviewee for or against the event. Each interview must be at least 2 minutes long, and should not exceed three minutes. Remember, because you will be conducting two interviews, you will have to create two sets of questions.



Option 3) Create two video news broadcasts of the event. You can have live coverage of the event or give commentary of the event by an anchor or reporter. Each broadcast must show a clear bias from each news station regarding the event. Each news clip must be at least 90 seconds long, and should not exceed three minutes.

You will work on your projects in groups of three (numbers may change based on number of students).

Your grades will be **collective**, not based on individual work, so work together!

The project will be due at the end of the semester, and will be worth 50 points (25 points for each view of the issue).

Grading Rubric for:

Names: _____

Bias: Pro Con

	5	4	3	2	1
Understanding	Students show significant understanding of bias in the Media and are able to portray sympathy for or against the issue. Students are able to use explicit or implicit images and wording consistently to stay on topic.	Students show strong understanding of bias in the media and are able to portray sympathy for or against the issue. Images and/or wording may flip between explicit and implicit usage.	Students show basic understanding of bias in the media and attempt to portray sympathy for or against the issue. Images and/or wording may be difficult to determine definite stance.	Students show little understanding of bias in the media and have difficulty garnering sympathy for or against the issue. Images or wording are halfhearted and do not show a definite stance.	Students show no understanding of bias in the media. Sympathy for or against the issue are jumbled and unsure. Images or wording do not show any stance, and only give information without a stance.
Organization	Organization is clear and easy to follow. Students are able to define the issue, explain the process, and show clear bias in each case.	Organization is mostly clear and easy to follow. Students define the issue, but may not explain the process clearly. Bias is portrayed in each project.	Organization is mostly clear and easy to follow. Students attempt to define the issue and explain the process, but have difficulty staying focused. Bias may or may not be clearly defined.	Organization is not very clear nor easy to follow. Students have trouble defining the issue and explaining the process. Bias is not clearly shown nor defined.	Organization is not clear at all. Issue is not defined, and process is messy and hard to follow. Bias is not shown nor defined at all.
Technicality	Students are able to use their chosen medium effectively. Words and images are used to support evidence of sympathy for or against the case.	Students are mostly able to use their chosen medium effectively. Words and/or images are used to support evidence of sympathy for or against the case, but may not be completely clear regarding a bias.	Students are marginally able to use their chosen medium effectively. Words and/or images are used in an attempt to support evidence of sympathy for or against the case, but may not show bias clearly.	Students are not able to use their chosen medium effectively. Words and/or images are used to attempt to support evidence of sympathy for or against the case, but may not be effective in showing bias.	Students do not use the medium effectively at all. Words or images do not show evidence of sympathy for or against the case.
Originality	Work is original and creative, and shows significant thought in putting project together.	Work is mostly original and creative, and shows thought in putting project together.	Work is mostly original, but may not show very much effort or thought in putting the project together.	Work is mostly original, but not creative. Shows minimal effort and thought to meet requirements.	Work is lackluster, and shows minimal effort to meet minimum requirements.

<p>All work falls within set parameters (5 points or 0 points)</p>	<p>Article: 500 word count and image</p> <p>Podcast: 2 min-3minutes and include 2 different interviewees</p> <p>Video Broadcast: 90 seconds-3 minutes</p>				
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