

# ENG4U/C: Media Presentation Assignment

Presentations of these media presentations will take place on Thursday, January 10, 2018

## Assignment:

To take a passage from *Hamlet* and **make it powerful** using the media.

## Directions:

1. **Identify and analyze:** Identify the use of one media form around you and analyze what makes it effective using the attached Media Analysis sheet. This will be marked on a completion basis. It will be worth 1% of your course grade, and it will be due on **Tuesday, December 11.**
2. **Brainstorm and plan:** Brainstorm an effective plan for conveying a passage from *Hamlet* in a powerful way. Use the attached Media Brainstorming sheet. Again, this will be marked on a completion basis, and it will be worth another 1% of your course grade. This step will be due on **Wednesday, December 19.**
  - a. You will have to decide *which passage* will lend itself to a powerful media presentation. Its length should not be well considered – this will determine what types of media portrayals are open to you.
  - b. Choose what kind of medium will best suit your chosen passage, and what your target audience will be. Examples of media types include a poster, an audio recording of the passage (with music), a live soliloquy with a creative interpretation, a video with the passage read while showing different shots that help to illustrate it, etc.
3. **Create:** Bring your plan to life and create your media presentation! Produce something creative and professional so that your *Hamlet* passage will live on forever! This step will be worth 6%, and it will be due at the beginning of class on **Thursday, January 10.**

## Evaluation:

This project will be evaluated according to the following rubric.

	Level 1 (50%-59%)	Level 2 (60%-69%)	Level 3 (70%-79%)	Level 4 – to Level 4 (80%-89%)	Level 4 to Level 4+ (90%-100%)
	<b>Below Expectations</b>	<b>Approaching Expectations</b>	<b>Meeting Expectations</b>	<b>Beyond Expectations</b>	
<b>Thinking and Inquiry</b> -Creativity of concept and strength of overall idea (10)	This idea needed a lot of work in order for it to be powerful. It may have been confusing or unclear in its concept.	This idea had potential, but needed to be developed a little more in order to be effective.	This is a creative and effective idea for portraying this message!	This idea was really insightful and very creative in its concept.	This idea was <b>exceptionally insightful and outstanding in its creativity!</b>
<b>Communication</b> -Degree to which passage was conveyed in a POWERFUL and effective manner (20)	There were some significant barriers in the way of making this passage compelling. Some aspects of it might have been significantly detracting from it.	You did not quite succeed in making the passage effective and noteworthy, but it was on its way.	You successfully made this passage effective and noteworthy.	You successfully made this passage compelling.	You successfully made this passage <b>POWERFUL!</b> We were all moved by it.
<b>Application</b> -Professionalism of presentation (10)	Your presentation was quite messy and unprofessional.	Your presentation was a little messy in some spots. Were you in a rush?	Your presentation was effective and well organized.	Your presentation was very well done, with attention to detail.	Your presentation was truly <b>polished</b> – clearly, you put a lot of time into making sure this was profession.

Name: \_\_\_\_\_

## Media Identification and Analysis Sheet

Due at the beginning of class on Tuesday, December 11

*Look around you! Media messages are everywhere. Answer the following questions, making sure to **leave no questions blank!***

Find one advertisement, poster, or billboard around you, and identify the following information:

1. What is being advertised?
2. What seemed to be the message being created about the product or service?
3. Why do you say so? What kinds of “building blocks” are being used to create this message? (Consider things like font types, colours, shapes, images, people, etc.)
4. What seems to be the target audience for this advertisement or media form? (Consider things like age, gender, income bracket/wealth, people who specific types on interests, etc.)
5. Why do you say so?
6. Consider: Is there anything in this advertisement/media form that is **detracting** from its effectiveness? What could be done to make it even more effective?

Name: \_\_\_\_\_

## Media Presentation Brainstorming and Planning Sheet

Due at the beginning of class on Wednesday, December 19

*Use the following questions to help you plan your own media portrayal of a passage from Hamlet. Make sure to **leave no questions blank!***

1. What passage are you interested in portraying? Provide the first two lines, and indicate how far you are planning on going.
2. Why are you interested in portraying these lines?
3. What medium do you think would lend itself well to a powerful presentation of this passage? Consider a poster, an audio recording of the passage (with music), a live soliloquy with a creative interpretation, a video with the passage read while showing different shots that help to illustrate it, etc.
4. Why do you think this medium is particularly well suited to your passage? What can you do with this medium that you couldn't do with another one?
5. Describe your idea – what are you actually going to try to do? Be as detailed as possible in the space provided.
6. What will your target audience be for this media portrayal? (Consider things like age, gender, income bracket/wealth, people who specific types on interests, etc.) How will this impact the way you put together your media presentation?