FINAL EXAM

PART I:

Create a visual representation of your senior project. This is sort of a visual advertisement of your senior year in the academy. It may have multiple images, but minimal amount of text (except possibly in the form of slogans)

It should include:

-Telling Images

-Items related to your:

1. Research & Paper,

2. Project,

3. Presentation,

4. Legacy Project

It Should Not Include:

Textual pieces that explain the meaning.

Students should use the marketing concepts discussed in the Special Topics pages in the manual, the Research pages and the presentation pages.

PART II:

Written analysis of artistic/marketing choices. Write a (minimum) one page analysis of the choices made to create the visual representation. Think about target audience, the different type of appeals, the motivation behind the image choices, and other artistic considerations. Although this is not a “presentation” per say, write the text as if it were to be presented to an audience, using all the transitions and format that would be used in a formal presentation.

Students may use any technology to assist them in their creation, including but not limited to [www.glogster.com](http://www.glogster.com), PowerPoint, Inspiration, YouTube, Moviemaker, Photostory 3, Photoshop, Sophie, Paint, or mixed with non-lyric music, etc. The visual representation and explanation must be completed in class within the confines of the time allotted, however, and may not be created at home.

Rubric:

50% creation of advertisement

 10 relates completely to projects as implemented

 10 considers target audience

 10 has images related to research

 10 has effective underlying message

 10 has images that are telling and clear appeals to audience

50% textual analysis

 20 gives detailed description of decisions made

 20 considers relationship of the message intended and the images compiled/created

1. follows textual structuring of a presentation