

A graphic for the 'Creative Social Media Project' featuring a central 3D cube with various social media icons on its faces. The cube is surrounded by a cloud of smaller, colorful social media icons including Facebook, YouTube, Twitter, LinkedIn, and others. The title 'Creative Social Media Project' is written in a large, black, handwritten-style font across the center of the graphic.

# Creative Social Media Project

The Creative Media Project will require the use of all of the learning skills and fluencies that encapsulate a 21<sup>st</sup>-century learner: *collaboration, creativity, communication, and critical thinking.*

*Working in groups, you will identify many connections between one of this course's themes and a relevant news story, and then communicate and share your findings by creating social media products.*

## Tasks (in order of completion):

1. **Form a group** with three or four other students in the class.
2. **Choose one of the course's themes**—"the nature of evil" or "what lies behind the mask"—to be the major framework for your project.
3. Each group member should then suggest at least one quotation that captures the essence of the chosen theme. This can come from any text read in class. As a group, you may **then choose the *best* quotation.** Have meaningful discussion with your group and teacher at this stage since this quotation will guide a large part of the project.
4. **Each group member must select a news story that relates to your quotation.** Start by scouring the news to gather a variety of possible news stories. You are encouraged to follow several major news outlets online, read the newspaper, watch television, and/or listen to the radio before you select the final story to use. Gather as much information about your story as possible. Be knowledgeable about the key figures, important issues, dates, and related stories.

As you follow these stories, ask yourself some of the following questions:

- *What is the major issue or tension involved in this story?*
- *Who stands to gain? Who stands to lose?*
- *How do I think my quotation's key ideas are present in this story? (think about duplicity, guilt and conscience, ambition, remorse, and other topics discussed in class)*
- *What does this story reveal about human nature or behaviour?*
- *What implications are there for my life because of the events depicted in this story?*

Then, as a group, **choose the news story that has the most meaningful connections to the quotation you have chosen.** You will provide a written rationale for this choice later on.

5. Create three social media products which exemplify how you have connected and applied the quotation to the news story. Your products do not need to directly refer to the quotation or the news story, although they could. Rather, you want your products to demonstrate how social media might present the theme from the course text. Ensure that your products are professional and realistic in appearance.



Instagram	Pinterest	Twitter	Vine	You Tube	One of your choosing
Select or take 6-10 photos. Include a brief caption for each.	One board, including notes, photos...	One tweet of 140 characters or less. Include @'s or #'s if they convey more meaning	One short video of seven seconds or less.	One video of up to sixty seconds.	Speak to your teacher for approval before moving forward.

6. As a group, prepare a 10-15minute presentation that explains the connection between the quotation and the news story, showcases your three products, and provides a brief rationale for the creation of each one. Use the *Social Media Project Rationale Worksheet* provided. **Be sure to hand this in on the day of your presentation.**

7. As an individual, write a 250-word reflection about what this project taught you about your strengths and areas for development as:

- A creator of media works and,
- A contributor and collaborator in a group project

*Be sure to submit on presentation date!*

Use MLA format and be sure to **hand in the reflection on the day of your presentation.**

Social Media Project Rationale Worksheet  
(one to be completed by the group)

Theme: \_\_\_\_\_

Quotation and Text: \_\_\_\_\_  
\_\_\_\_\_

News story: \_\_\_\_\_

Rationale for choice (apx. 200words): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Media Creations

Social Media Platform (include web or hard copy location details)	Rationale for its Creation (i.e. how does it show the theme, quotation, and/or news story?). Each rationale should be 100-200 words.

Notes:

1. This worksheet is available at [www.bishopallenenglish.com](http://www.bishopallenenglish.com) on the Grade 10 Student Resources page so you can type your responses.
2. Be sure to also hand in your individual reflection as well (see step 7 above).

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

## Creative Social Media Project Evaluation

		<u>Comments:</u>
/10	<b>Knowledge and Understanding</b> <ul style="list-style-type: none"><li>-Products are relevant to the news story selected and reflect a solid understanding of the story's important issues</li><li>-The quotation selected shows understanding of the course's central theme</li><li>-The products show knowledge of the social media platform chosen</li></ul>	
/15 group	<b>Thinking and Inquiry</b> <ul style="list-style-type: none"><li>-Social media products reflect critical thinking skills</li><li>-Social media products reflect the key concepts studied in class</li><li>-Social media products reflect strategies most helpful for creators of media works</li></ul>	
/10 individual	<ul style="list-style-type: none"><li>-personal reflection reflects upon strengths as a creator of media works</li><li>-personal reflection considers individual contributions to group work</li></ul>	
/15	<b>Communication</b> <ul style="list-style-type: none"><li>-Material is well organized and clearly presented</li><li>-Content is directed at a specific audience</li><li>-Social media works look polished and realistic</li><li>-Rationale is clearly communicated and organized</li></ul>	
/15	<b>Application</b> <ul style="list-style-type: none"><li>-Applies themes of course to a different media effectively</li><li>-Connects texts to news story (and beyond) effectively</li></ul>	
/70		