

# THAT'S INFOTAINMENT!

## Project Description

Students will research a select global wellness issue with the goal of increasing their community's awareness of the issue through a marketing campaign and a culminating variety show entitled "*That's Infotainment!*" This show will be completely written, directed, produced and performed by students. They will compete for 'jobs' in the show by writing resumes and going to mock 'job interviews.' Each student will also do research and write a Multi-Genre paper about a specific aspect of his or her assigned global wellness issue. As students investigate their issue, they will share their findings through presentations in order to become knowledgeable as a class about their findings. The project is designed to help students inform, compare and contrast, persuade, and educate through the entertainment medium. All topic and job teams are challenged to work collaboratively to refine effective communication skills, time management, organization and problem solving skills necessary in the real job market. The culminating show in June will highlight various aspects of human rights, global health issues, ecology and environmental technology.

## Essential Question

How do we educate and motivate the public to care about human rights? Global health issues? The environment?

## Project Components

- I. Resume and Select Job Interview** - After being presented with a list of job descriptions and duties for the semester-end variety show, students will apply and interview (or audition) for select positions through a resume that outlines their own unique experiences and relevant abilities. See below for job descriptions. **Various due dates in January (see schedule below).**
  
- II. Multigenre Research Paper** - Using books, magazines, scholarly journals, newspapers, the Internet and other current and accurate sources, students will research their selected specific issue. Students will collect, record and synthesize this information and present it in a number of creative pieces in various genres. The first three genres will be required and are presented below. For the other four genres, students may choose a format that they feel best suits their personal style and the content: poetry, advice column, diary entries, news articles, lists, art or graphics, fictional story based on facts, or another type of writing. Through these various styles, a theme or thesis should emerge that ties the various pieces together. **Final Multigenre Paper Portfolio Due TBD.**
  - A. Quilt Patch** - Students will design a 12"x12" patch of fabric on which they will create a meaningful emblem, pattern or picture that symbolizes their chosen topic. The costumers on stage crew will assemble the quilt patches into a large House Quilt. **Due Thursday Feb 16<sup>th</sup>.**
  - B. Political Action Letter** - Students will write formal letters to local and national political leaders appealing for action on behalf of a cause related to their chosen

topic. The students will address a problem, back up their ideas with evidence and suggest a course of action. **Due Thursday, Feb 23<sup>rd</sup>.**

- C. **Research Paper Pamphlet** - Students will create a tri-folded pamphlet that will inform the reader of the main points of their selected topic and include facts, images, statistics, and solutions. **Due Friday, Mar 2<sup>nd</sup>.**
- D. **Stage Play Script** - The first genre for the Multigenre paper will be a scene or scenes with character, location and plot that also informs the audience on the selected topic and demonstrates significant research. Exceptional pieces from each house will be revised and form the basis for that House's segment of the "That's Infotainment! Variety show. **Due Friday, Mar 10<sup>th</sup>.**

III. **Job performance** - Students will be assessed on the quality and effort put forth in their assigned job. All students are responsible for their own learning in the classroom, but the production of a theatrical show is a collaborative effort in which each student needs to do their part. **Assessment ongoing.**

IV. **"That's Infotainment 2012!" Variety Show** - Students will write, direct, produce and perform in the culminating educational variety show with the purpose of educating and promoting community awareness of human rights, global health issues, ecology and environmental technology. Attendance at this final performance is mandatory for all freshmen. **"That's Infotainment 2012!" will be performed one night only on Wednesday, May 30<sup>th</sup>, at 7-10pm in the Cal Poly Pomona Student Union.**

### **Position Descriptions**

**Producer (1 per class):** Will plan and execute their House's efforts from beginning to end, with a focus on the financial, logistical and personnel issues. Producers will assist in coordinating the marketing of the show, documenting the production process, and managing extracurricular activities of their House. They should have good organization skills, be able to multitask, have excellent interpersonal skills and be committed to seeing the project through to the very end. Project management, event planning, or related experience is highly desired for this position. They will work closely with the teachers. **Lunch and after school meetings are required.**

Assessment of the Producers will be based upon successful completion of the following:

- Guides the Writers with the development of his/her house's script to ensure a cohesive theme.
- Communicates the status and potential problems for every team in his/her house to the Executive Producers.
- Directly manages the efforts of the Activity Coordinators, Marketing Team, and Documentary Team by giving clear instructions and establishing deadlines.
- Ensures every member of each team is adequately informed of his/her responsibilities and is working to their full potential.
- Raises money for his/her house through the selling of advertisements to local businesses.
- Maintains a carefully prepared budget, approving expenditures, and collecting of receipts for reimbursement by the Executive Producers.

**Director (1 per class):** Responsible for everything that happens onstage and the overall artistic vision of the show, including the order of the performances, the rehearsal and guidance of the performers, and the coordination of the technical crew. They should be creative, energetic and willing to brainstorm with others to develop great ideas. Project management, event planning or related experience is highly desired for this position. They should be able to give instructions and directions in a diplomatic way and have good rapport with their peers. They will work closely with the teachers. **Lunch and after school meetings are required.**

Assessment of the Directors will be based upon the following:

- Guides the Writers with the development of his/her house's script to ensure a cohesive theme.
- Articulates and executes overarching artistic vision for the show.
- Coaches and assists the Performers to help them reach their full potential.
- Directly manages the efforts of the Stage Crew and Technical Team by giving clear instructions and establishing deadlines.
- Demonstrates discipline and professionalism at all rehearsals.
- Envisions staging, sets and props for show and communicates that vision.

**Writers (Extra Job):** The job of writing the script for "That's Infotainment!" will be an **additional job** for a few selected students in each house. Writers will be chosen for each house based on the quality, creativity and potential of their Stage Play Script component for the Multigenre Paper. Once chosen, the writers will be responsible for writing and/or selecting skits, poetry, songs, and informational speeches **in addition to their other job** for the project. *Writers will be excused from doing four sections of their Multigenre Paper, as they will be focusing on the script.* They will work closely with the Director to develop their ideas. They should be creative, have good writing skills, and be willing to work with others. The writing is the first step in the process and everything else depends on it! **Lunch and after school meetings are required.**

Assessment of the Writers will be based upon the following:

- Writes and *rewrites* monologues, scenes, etc. that are creative, informative and dramatic/humorous until they are professional and complete.
- Ensures show contains a sufficient quantity of accurate information about their house's topic.
- Demonstrates ability to work under a deadline and collaborate with others.

**Assistant Producers (1 per class):** Will assist the Producer with a variety of tasks, including record-keeping, making 'reminder' calls, serving as a liaison to other groups, etc. Will be responsible for assisting the Producer in managing the budget. Should have very strong organization skills. Will be hired by the Producer and the teachers. Must be able to take direction from a fellow student.

Assessment of the Asst. Producers will be based upon the following:

- Keeps an accurate, complete, and up-to-date binder with all of his/her house's information.
- Assists the Producer in communicating with all the teams and reporting on possible problems.
- Observes all the teams to ensure everyone is participating fully.

**Assistant Directors (1 per class):** Will assist the Director with a variety of tasks, including record-keeping, making 'reminder' calls, serving as a liaison to other groups,

etc. Will work with the Technical Team in creating an informational video that is consistent with the Directors' artistic vision. Should have very strong organization skills. Will be hired by the Director and the teachers. Must be able to take direction from a fellow student.

Assessment of the Asst. Director will be based upon the following:

- Manages a detailed schedule and record of all rehearsals, including which performers were in attendance (and who are *not*).
- Updates and reminds the performers of the rehearsal schedule.
- Maintains a master copy of the script, with notes on the movement of performers (*blocking*), movement of sets, list of props, lighting and sound cues, etc.
- Assists Director in helping prepare the performers.
- Communicates with and manages the progress of the Technical Team to ensure a quality video that is consistent with the show's theme.

**Community Advocates:** Responsible for planning activities that offer students opportunities to expand their knowledge and understanding of the House topic, as well as earn community service and service learning hours. Must contact appropriate organizations, notify students through effective advertisements, etc. Must be proactive leaders and show a deep concern for helping out in our communities!

Assessment of the Community Advocates will be based upon the following:

- Plans, organizes, and executes on-campus activity.
- Invites and hosts a guest speaker for topic house.
- Creates a booth and works at "That's Infotainment!" to showcase the house's work.
- Attends iPoly's charity H.O.P.E. Club meetings once per week.

**Technical Team:** With Asst. Directors, will shoot and edit documentary and informational videos, including interviews with experts in the field and footage from house activities, for screening at the final show. Will also be responsible for sound effects during the show. Must display strong technical skills, including at least some of the following: video, video editing, computers, and sound.

Assessment of the Technical Team will be based upon the following:

- Writes, tapes, and edits videos that informs and entertains.
- Compiles footage and photos from a variety of sources including multiple videotaped interviews of students, experts and community members.
- Attends and videotapes house activities.

**Marketing Team:** Responsible for making campus and surrounding community aware of the show, including the creation and distribution of flyers, posters and other announcements prior to the show. Will also develop a playbill for the show and decorate on the day of the show. Must work with Directors and Producers to ensure correct information is given out. Will also be coordinating with Marketing Teams in the other houses. Should have artistic ability, salesmanship, and interpersonal skills.

Assessment of the Marketing Team will be based upon the following:

- Creates flyers, invitations, posters, playbill, and press releases to market show.
- Creates marketing booth complete with project boards, pamphlets, trinkets, etc.
- Works at the show to market content to parents and community members.

**Documentary Team:** Responsible for the documentation of the house's preparations, meetings, and rehearsals for the show.

Assessment of the Documentary Team will be based upon the following:

- Photographs and records all aspects of Infotainment from beginning to end.
- Interviews various members of house to capture the “feel” of the project.
- Creates house scrapbook.
- Photographs the show.

**Stage Crew:** Responsible for props, costumes, set design and make-up for the entire show. Will be working with Directors to establish what is needed for shows. Will buy, borrow or create professional and appropriate props and costumes. The Stage Manager will be the team lead and will be responsible for backstage management during the show. Must have artistic skills and be able to take direction from fellow students. Access to tools and the ability to use them is a big plus! **Lunch and after school meetings are required.**

Assessment of the Stage Crew will be based upon the following:

- Designs, builds and/or acquires show sets (backdrops, furniture, props, etc.).
- Designs, creates and sews show costumes; responsible for performers make-up.
- Designs sets, costumes and make-up according to the specifications of the Director and Executive Producers.
- Participates in the running of the show quietly and professionally.

**Performers:** The actors, dancers, singers and musicians that will perform in the show. May also include informative speeches, poetry readings, and other performances. They will perform the pieces written by the Writers. Must have some desire and ability to perform in front of an audience. Must be able to take direction from fellow students. Audition required. **Lunch and after school rehearsals are required.**

Assessment of the Performers will be based upon the following:

- Demonstrates professionalism and enthusiasm at all rehearsals.
- Exhibits ability to improve his/her performance based on constructive criticism from Director and Executive Producers.
- Displays confidence and stage presence in all performances.