**Final Project**

**Media Studies 120**

There is no final exam in this course. This final project is worth 30% of your final mark. You are expected to do the work in class, and some of the work most likely will have to be completed outside of class time. This project can be done individually or you can work in small groups.

**The Issue**

For your final topic you will select an issue or topic related to media. It can be an issue we discussed in class (see list on next page) or it can be a separate issue. Whatever issue you select, make sure to discuss it with the teacher.

**The Message**

Once you have selected an issue, you then have to decide how you will create a message around this issue. Your message should educate others on the issue and call them to some type of action.

**The Medium**

You will then need to decide what type of medium you will use to share your message. Some possible types (but not limited to these types) include:

* Video (PSA)
* Website/blog/social media
* Audio (podcast)
* Print material (brochure, poster, etc.)

**Please note:** If you (and your group, if applicable) are doing the same issue as another individual (or group), you can also consider “blending” your work. For example, if one student is creating a blog or website around the issue, another student’s final product might be a video or podcast that could be embedded into that blog/website as an additional feature.

**The Planning**

Once you have selected an issue and medium, you will need to do the following:

* Find effective examples to use as models on how you would like to structure your product
* Decide who is your target audience
* Research your issue so you can present facts to help your audience understand and call them to action
* Create your plan of action, whether it is a storyboard, script, draft or an outline (depending on your choice of medium) **it has to be submitted with the final project for assessment.**

***Refer to next page…***

**The Implementation**

Now that you have brought together your issue and research into a plan of action, it is time to create your project through the chosen medium. Most of the technology is available here at the school and there are also stock images and video footage available if you are doing a video or print format product. You are encouraged to create your own material from scratch when possible.

**When you submit your assignment you are requited to submit the following:**

* The actual product
* Your plan of action
* A short reflection (a few paragraphs explaining why you selected this issue, the medium and target audience. As well as where you retrieved your information (sources used for the research what specific examples you used when creating your product.

**Suggested Issues**

Below are some of the issues/topics we explored in class you might consider for this project. Your selection is not limited to this list. You may have to review your own assignments or look at the Media Studies course blog to recall what some of the issues are about.

* Media Literacy
* Sexualization in Media
* Violence in Media
* How Youth Use Social Media Issues (consider your research assignments/other issues discussed)
* Junk Information or Misinformation
* Media Ownership and Consolidation

**Assessment**

* The plan of action has a clear direction with a focused message and a call to action.
* The plan of action includes evidence of research to help support the message.
* The delivery of this message within the chosen medium is an effective selection.
* The product delivers an effective and memorable message and provides a clear plan of action for the viewer.
* The product is developed with its target audience constantly in mind.
* The overall quality of the product strives to be professional with evidence that solid examples were used for modeling.
* The reflection is well presented with few grammar, typo or sentence structure issues.
* The reflection includes substantial information on why the issue, medium and target audience was chosen and includes sources used for information and examples used for creation.