

Of Mice & Men **Movie Advertising Project**

You've just been offered an excellent opportunity as an advertising agent for a powerful movie studio. You'll be paid several thousand dollars if you can come up with a poster and soundtrack to advertise a new film version of *Of Mice and Men* that the studio is currently producing. There are just a few requirements in order for you to collect your paycheck:

Part 1: Create the poster or Soundtrack¹

If you're creating a POSTER, keep the following requirements in mind:

- The studio is trying to attract a mostly high school aged audience (13-18 year olds—your peers). This is why they've come to *you* for the job. Keep your audience in mind when designing your poster! What kinds of images, ideas, music, etc. interest *you* and your peers?
- **If you're creating a poster**, the studio requires that you include the following components on your poster:
 - at least one of the **characters** from the novel must be represented on the poster
 - at least one **quote** from the novel that captures one or more **themes** of the book, the personality of one or more of the **characters**, or has some other meaningful connection to the book
 - a visual or background that captures the story's **setting**
 - a visual that represents a **symbol** or notable **scene** or event from the novel
 - the **author** and **title** of the book
 - The poster should be at least 16x20 in size (about twice the size of a sheet of notebook paper).
 - **Note:** All images on the poster can be from a source of your own choosing (computer-generated images, photographs taken from magazines, your own hand-drawn illustrations, etc.) Exercise your creative muscle²!

If you're creating a SOUNDTRACK, keep the following requirements in mind:

You must select at least four songs for the movie's soundtrack to illustrate the following:

- One song should represent a **character** in the novel
- One song should represent a **theme** in the novel
- One song should represent a **setting** in the novel
- One song should correspond to either a **symbol** or a **notable scene/event** in the novel

The songs should connect lyrically and in terms of the mood of the music, and you must identify and explain each connection in your rationale (see below).

- You can create a Soundcloud playlist for these songs, or burn these tracks as a CD (and create a CD cover), or create a doc with cover visuals and include hyperlinks to the songs (on *Youtube*, etc.)

¹ If you work alone or with one partner on this project, then choose one. If in a group of three, then create both.

² But make sure the image isn't copyrighted!

Part 2: Write the rationale

You will also need to produce a written explanation of why you chose the quote, characters, themes, images, etc. that you did for the poster and why you think these would be attractive to your audience. You'll type or handwrite this rationale and post it on the back of your poster along with your name and period.

***Of Mice and Men* Project Rationale**

Directions: Identify and explain your choices for each of the following components from your project. Be concise (**2-3 complete sentences for each** should do it) but complete in your explanation.

Audience: What did you do with your poster or soundtrack to attract a high school, "Millennial" audience?

Character: What character(s) from the novel did you represent, how, and why?

Theme: What theme did you represent from the novel, how, and why?
For example: *I chose to represent the theme topic of prejudice by [...] because [...].*

Setting: What did you do to represent the novel's setting, how, and why?

Symbol or Scene: What symbol or scene did you choose to represent, how, and why?

Any other choices: What other interesting choices did you make with images, text, etc.?

Of Mice and Men Project Rubric³

	3: Successful	2: Emerging	1: Limited
<p>VISUAL APPEAL <i>Is the poster or CD cover eye-catching, neatly organized, and interesting, or is it sloppy and unappealing?</i></p>	Poster or CD cover is eye-catching, neatly organized, and interesting.	Poster or CD cover is eye-catching and interesting, but would improve with reorganization of layout.	Poster or CD cover would improve with reorganization and more interesting, appealing images.
<p>AUDIENCE AWARENESS <i>Does the poster or CD cover demonstrate awareness of the target audience?</i></p>	Poster or CD cover demonstrates clear awareness of target audience and their interests.	Poster or CD cover demonstrates some awareness of target audience , but doesn't specifically appeal to them.	Poster or CD cover doesn't demonstrate awareness of target audience , and doesn't appeal to them.
<p>REPRESENTATION OF NOVEL <i>Does the poster include an accurate and intriguing representation of all the required components from the novel?</i></p>	Poster includes accurate and intriguing representations of all required components from the novel.	Poster includes accurate representations of most required components from the novel, but one may be ineffectively represented or missing.	Poster missing two or more required components from the novel.
<p>WRITTEN RATIONALE <i>Does the written rationale provide concise but complete explanation of the reasons for the creator's choices in designing the poster or soundtrack?</i></p>	Written rationale provides concise but complete explanations for each of the creator's choices in designing the poster or soundtrack.	Written rationale provides concise but complete explanations for most of creator's choices in designing the poster or soundtrack, but one may be incomplete or ineffectively explained.	Two or more of the creator's choices are incomplete or ineffectively explained.

Score: _____ OF _____ points

³ **Attach this paper to your finished project.**