**Essay III and Short Assignments 4-5—Propose a Makeover**

**Due Date: April 30**

**Optional Revision Deadline: May 14**

**Description**: As the title says, your task in this final project is to propose a makeover. You may interpret that charge rather broadly, but your proposal should do the following:

* Establish a rationale for why the makeover needs to be done by pointing out a problem (the current state of the “object” is defective in some way).
* Demonstrate a clear before and after. You don’t actually have to carry your proposal out. You just need to indicate what the “after” will be like if the makeover were accomplished. See “Two Options” below.
* Show how the proposed changes will increase functionality, aesthetic appeal, or whatever your makeover is supposed to accomplish.

When I say that you can interpret this assignment broadly, I mean that you have a considerable amount of leeway in selecting what you make over and how you propose to do it. You could make over a building, a political figure (how would you have made the loser more appealing to voters?), a friend, a neighborhood, a brand, a team. Choose something that appeals to you and your specific interests. Furthermore, the makeover you propose doesn’t need to have anything to do with clothing or consumer products if you do not want to go that route. You are invited (though not required) to interpret the makeover as being about more than just buying new stuff. You could make your dorm more eco-friendly by using recycled or repurposed materials. A makeover of a public figure might inevitably require changes to their message or rhetoric in order to re-shape their public image.

**Two Options:** As if you didn’t’ have enough decisions to make already, I am giving you the choice between doing a traditional essay and a multimedia project (with a small written component).

* Option One—a 1500-2000 word essay to be submitted in the traditional fashion
* Option Two—a multimedia project (Power Point, video, design plan, flowchart, website, etc), which ought to contain roughly 600-1200 words of text or speech (if a video or similar format). This is obviously a pretty big range, and the amount of text you use will depend on how much explanation your visuals require. For example, if you submit drawings, photographs, or design plans that show a space before and after the proposed makeover, your visuals will do a considerable amount of the arguing for you. You might only need a moderate amount of text (captions or an attached explanatory document) to describe the specific changes you are proposing and why they are warranted.

Option Two projects may either be submitted as a file or link or in person during class time on Thursday, April 30.

**Minimum Requirements (for a C):**

* Fulfills the requirements set forth in either Option one or two
* Presents rationale and proposed changes in a clear, logical manner
* Sources documented where appropriate
* Multimedia components must contribute to your ethos as the makeover specialist by displaying professionalism and a level of effort comparable to writing a 5-7 page paper.
* Multimedia presentations should be distinctive from traditional papers in their incorporation of visual elements. In other words, I do not want 1000 words arranged on Power Point slides without anything else accompanying them.
* Text must be well-edited and convey ideas clearly, regardless of format.