



## PURPOSE

This assignment will be looking at your ability to “make your words pictures.” Using the settings of Owen Meany, you will put together a presentation that demonstrates your understanding of archetypes and the different levels of investigation: Level 1 (basic recall), Level 2 (context, broader issues), Level 3 (Interpretation).

## ASSIGNMENT

You will create a progressive slide show using Powerpoint/Keynote (or any other multi-media program) to sell an idea. It can take the form of a

- Presentation
- A Sales Portfolio
- An Audio-Visual/Multi-Media Film

### Requirements

Using the list of archetypal characters, the Seven Basic Plots, and the Anthropological Argument, create a presentation that tells visual story. To do so, you must choose at least 5 settings listed in your Owen Meany Study Guide, then follow these guidelines:

#### Presentation:

- Find pictures that represent those settings (they don't need to be the settings -- just represent the point of the setting)
- Determine the archetypes present within the settings, characters, conflicts related to the setting
- Create a slide that demonstrates your Level 1, Level 2, and Level 3 understanding of the material
- The slide can have only one word at a time -- no bullet points, no lists, no sentences (the pictures need to tell the story).
- Music always makes things better, but don't let the music tell the story -- it's only a part of a bigger picture

#### Sales Portfolio:

- Create a show that sells me on an idea -- it could be promotional, it could be a public service announcement, it could be a political campaign
- Find pictures that represent the archetypes or thematic nature of the archetypal character, conflict, or setting
- Determine the archetypes present within the settings, characters, conflicts related to the setting
- Determine the tone of your work: persuasion, information, entertainment -- straight, feature, editorial, satirical

- Create a slideshow using the [Building an Argument Model](#) found on the classroom website ([Week 5 - Resources](#)).
- The slide can use slogans -- need to sum up your ideas in phrases the audience will remember.
- You can build up to your slogan or you can repeat your slogan -- but the presentation must end with your slogan
- Music always makes things better, but don't let the music tell the story -- it's only a part of a bigger picture; sometimes tone is better than lyrics

**Multi-Media:**

- Use pictures, songs, lyrics, movies that tell your story
- If you use lyrics, hi-light the lines that best depict the archetype you're showing
- This is not a skit; you have to use tools that represent your idea -- you need to find reflections of these archetypes in advertising, film, music, or pop culture in general
- To make the process a little easier, you might focus on one central archetype and use the different elements of the settings to make it lyrical (keep coming back to a central motif)

## FOCUS POINTS:

These are my favorite kinds of projects because they let you use the tools with which you are most familiar: pop culture. I will be grading this based on what I pick up from the presentation, so make your points clearly. I will watch it, write a review of it, and have you assess my evaluation. The point here is clarity, so don't get carried away with your idea:

- Overall Impact: I will essentially do an OPTIC on it (Overview, Parts, Title, Interconnections, Conclusions). Make sure the parts fit together.
- Project should be no more than five minutes
- Having 5 Settings does not necessarily mean 5 Slides - if you can do it well in 3, great; If you need more space, take it. Just make sure it's clear to the viewer!
- Remember (all of the following are strategies):
  - **Lyrical** = *coming back to same theme*
  - **Minimalism** = *presenting the essence of an argument*
  - **Maximalism** = *a barrage of information designed to make an impact (the medium is the message)*