



EXHIBITION BENCHMARK DEADLINES

#	Description	DUE DATE	Class
1	Ballot Review Using the information and websites provided to you, familiarize yourself with what's on the ballot on November 4. Then write a two-page essay proposing what you would like to make an ad for and with whom you would like to make it.	Friday, 9/14	AP Gov/ American History
2	Team Platform Proposal Your team's task is to decide which ballot measure you are working on, to take a position, to research your position, and to formally announce your platform to the class. This a written product as well as a presentation to your peers	Tuesday, 9/25	AP Gov/ American History
3	Focus Group Research A "focus group" is a tool or method of social science research based on in-depth interviews of a range of people and the gathering of their opinions. The social scientist then analyzes this data to better understand society and its culture. Before you can produce an effective ad, you need to understand your audience. As political scientists for the Campaign Ad Project, you will interview potential voters whose opinions will help you design your campaign ad more effectively.	Friday, 9/28	AP Gov/ American History
4	Commercial Treatment Proposal Filmmakers must sell their ideas before they can produce them. In the industry, the written document used to sell a film idea is called a treatment. Before you have clearance to work on your campaign commercial, your team must write a treatment and propose it to the class.	Tuesday, 10/2	World Lit/ American Lit



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5	Storyboard & Script Before you can start filming and editing your commercial, you must create a detailed plan for your film in the form of a storyboard and script.	Monday, 10/8	World Lit/ American Lit
6	First Draft of your Campaign Ad (Rough Cut) A complete cut of your campaign commercial, presented in class for Critique Week.	Tuesday, 10/16	World Lit/ American Lit
7	Voter Guide Blurb Your ad must be accompanied by a short summary of that will serve as program notes for the audience on exhibition night, as well as the caption for your video when it is posted on the Internet. You will provide an objective description of the proposition, who is and is not in support of it, where the funding is coming from, etc. You will also explain your target audience, and some of the artistic choices you made in your ad.	Friday, 10/19	World Lit/ American Lit
8	Revised Draft of your Campaign Ad A complete revised cut of your campaign commercial, based on the initial feedback you received in class, presented again for second-round critique.	Friday, 10/26	AP Gov/ American History
	Final Draft of your Campaign Ad A edited, polished, professional final draft of your Campaign Ad, ready to be submitted to the line-up for exhibition night along with your voter guide blurb (in English and in Spanish)	Wednesday, 10/31 Thursday, 11/1	World Lit/ American Lit

Portfolio Tasks This project will generate 3 portfolio task artifacts that can be submitted into your College Success Portfolios after being certified:

- ➔ History Research Paper
- ➔ English Research/Argumentation Paper
- ➔ Spanish Creative Expression