

# US History - Cereal Box Project

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*Assigned Tuesday December 1, 2009 - Due Monday January 4, 2010*

Students will be re-designing a cereal box to honor a person from American history whom the students believe to be worthy of the title “American hero.” This person should be someone from the time period we have already covered in class (roughly 1890-1932) although it *does not* have to be a person that we discussed *in class*.

- Step #1: Come up with a description of what makes a person an “American hero.” What are the qualities or characteristics necessary to be given such a title?
- Step #2: Choose a person from American history whom who fits that description, and who did his or her “hero-worthy” activities during the period 1890-1932. (You may not select FDR, for example)
- Step #3: Submit your choice to me by Monday December 21. I will be approving selections in the order in which they are submitted to me. So, if you want to do Babe Ruth, for example, you better submit your choice to me quickly, because I will not be allowing 20 different people to do Babe Ruth. If you do not get your choice approved before you leave for winter break, you will suffer a 10 point deduction from the grading rubric.
- Step #4: Conduct research on this person using your class notes, textbooks, and any other outside resources (both internet and print resources). Be sure to keep a list of the sources that you use, as you will need this to complete the project.
  - Research your hero’s life story
  - Research details of specific actions that the hero took that made him/her heroic in your mind
  - Research interesting quotes or facts about the person that people might not be aware of
- Step #5: Get an empty cereal box and redesign the box to honor your American hero.
  - Cover the box completely in construction paper or some other decorative material.
  - Design the **front of the box** so that it includes the name of the cereal, an appropriately-sized picture of your hero, and any other slogans, catch-phrases, or advertising gimmicks that might entice someone to purchase your hero’s cereal box.
    - You may print pictures from the internet to use on your box – the illustrations do not need to be original or hand-drawn.
  - Design the **back of the box** with a formal biographical essay on your hero. The essay should include all of the items that you researched and should be logically organized.
    - Begin your essay by defining what makes an “American hero.” Then, introduce your hero and discuss your hero’s early life, education, etc. Then, the “meat” of the essay should include the actions that made your person an American hero. Convince me that this person is a real hero. Finally, wrap up your essay by discussing the latter part of your hero’s life.
    - Please note, if your hero has an obvious flaw (like Woodrow Wilson’s racism, for example) be sure to point it out in your essay, but explain why you feel the person should still be considered a hero.

- Design a **side panel** so that it includes a minimum of one interesting quote from your hero and a brief contextual background as to when and why the particular quote was given, or to what event the quote refers.
  - Design the other **side panel** so that it includes some random trivial facts about your hero – important relatives, funny facts, strange facts about the person’s death, interesting information about a political campaign, etc.
  - Design the **box top** so that it includes some kind of reference to the most significant event in your hero’s life. (The thing that made your person a hero). This reference could be in the form of a slogan or other brief statement – but it should be brief. It is to be used as a “grabber” to make your reader interested in reading the historical essay on the back of your box.
  - Design the **box bottom** so that it includes your name, your class period, and a list of any and all sources that you used during your research.
- Step #6: On Monday January 4, you will give a **2-3 minute presentation** on your hero and why you chose that particular person. You should not simply read from your cereal box – you should have a brief speech memorized for the class. After the presentation, you will submit your cereal box for grading.

Be sure that all of the work done on this project is done in your own words. Internalize the things that you have read in your research and express them using your own choice of words. If you use any quotations, be sure to cite your sources. Remember, if you even use someone else’s ideas in your essay, you must cite your sources. Plagiarism will result in a ZERO on the project...not just on the essay portion.

Also, this project needs to be done neatly with correct spelling, grammar, etc. The essay (on the back of the box) should be typed in a 12-point font, as will most of the other information, with the exception, perhaps of the name of the cereal, or a slogan, which could be significantly bigger. Typed information can then be glued to the cereal box. The finished product should look as appealing as a professionally-designed cereal box (within reason, of course).

The project will be worth 200 points (100 points for AP and Honors) and will be graded using the following rubric:

- Front – 25 points (design, images, slogans)
- Sides – 10 points total (quotes, anecdotes, trivia)
- Top/Bottom – 10 points total (Grabber, name, bibliography)
- Back – 75 points (Details, accuracy, style)
- Basics – 25 points (Grammar, font, neatness)
- Hero – 30 points (Do the reasons for your selection of this person as a hero come across clearly throughout all aspects of the project?)
- Creativity - 15 points (overall look, creativity)
- Presentation – 10 points (clarity, preparedness, substance, professionalism)
- \*\*Failure to have your choice approved by December 21 – 10 point deduction
- \*\*Failure to select someone from within the appropriate time period – 100 point deduction

If you have any questions about the project, you must ask me before the winter recess as I will not have access to email over the holiday break. Remember, if you plan on being away during much of the winter recess, you have a full month before the project is due to get it done! (And I will accept the project before break if you happen to have it prepared ahead of time.) If you’re not going to be here on Monday January 4, you will need to make arrangements to get the box to school on that date, otherwise you will suffer a half-off penalty (assuming you turn it in the following day).