**Team Demographic Group Research Project**

*Multi-media look at team research and conclusions*

**Context:** According to Merriam-Webster, a campaign is defined as “a connected series of operations designed to bring about a particular result”. Though not exclusively, the term campaign is often attached to “election” or “advertising”. Consisting of more than one document or product, a successful campaign will conjunctively employ a variety of artifacts, with each working towards the campaign’s overall goal, which is typically to convince an audience of a particular message or inform them about a particular issue.

**Objective:** As a group, you will be creating a social awareness campaign that delivers the key takeaways from your group’s research of your selected demographic group. While your group will have creative freedom over the type of campaign you will ultimately pursue, there are several requirements your group’s project must fulfill:

* Projects must contain multiple artifacts. There should be one less artifact than there are group members (For instance, if you have five group members, you should produce four artifacts for your campaign)
* Artifacts should be developed collaboratively
* All artifacts need to include effective usage of the three appeals (ethos, pathos, & logos)
* All artifacts should contain a central message connected to the campaign’s goal
* Artifacts’ design and content need to be appropriate for the audience and purpose of the group’s message
* All artifacts need to make clear usage of researched information and evidence.

**Things to Consider:** In order to successfully develop an effective social awareness campaign, your group should consider the following questions:

* Who is the primary audience for this campaign, and what are they specifically interested in?
* What creative skills do your group members possess that could be utilized in artifact creation?
* What are the most significant and impacting information and evidence your group has gathered?

**Scoring:** For this project, your group will receive a shared summative grade (80% category).

**Deadlines:**

* Proposal to class: Monday-Tuesday, March 16-17, 2020
* Group research paper: Friday, March 27, 2020 by the end of class
* Group presentations: Wednesday, April 1, 2020 (in-class)

**All projects will be presented to the class, as well as displayed around campus (whenever possible).**