

MR. O – HONORS BIOLOGY CELL PROJECT

Cellular Campaign

It's time to be creative and combine a little research with media and communication to stage a campaign to elect your given cell organelle or structure to the position of "Cellular Executive" because they are the most important and least vulnerable cell organelle/structure.

In teams you will have to convince your constituents that without this structure, the cell, the organism, and consequently the world of biology as we know it would collapse. You will be persuading other freshman students, not me, so you will have to communicate the details of the assigned cell organelle/structure to your audience appropriately and in terms they will understand.

PROJECT GUIDELINES:

1. Once your group is determined and your cell organelle/structure is selected. Appoint someone in the group to be the campaign manager and the assistant manager. They will oversee the progress of the group's work and act as editors to the project work. Other group members will be in charge of different sub-committees. Everyone should still be working together and sharing responsibility for all parts of the project.
2. **RESEARCH:** Research your cell organelle/structure, this needs to be done outside of class as class time will be needed to coordinate the project assignments. Keep notes of the information that each group member collects and citations (MLA) for where the information or images were found. It is recommended that group members share a Google document and continuously add to it as they work each night keeping a running list of notes and citations. An image document could also be created. All research and citations (MLA) must be submitted at the end of the project for grading.
3. **ICONIC PICTURE:** The group will need to generate a unique iconic picture or representation of your cell organelle/structure carrying out an essential function, for use in campaign posters. This can be composed by hand or with a computer program, but it must be original artwork. Use the submission page in eBackpack to turn in the final draft. Iconic picture must be submitted on Wednesday, October 30.
4. **CAMPAIGN POSTER/FLIER:** The group will need to put up at least 3 campaign posters championing the greatness of the cell organelle/structure you are supporting and include your iconic picture and a slogan. They may either be hand-made or created with the help of a computer program but must demonstrate a level of quality in their construction and design. Posters must be submitted by Friday, November 1 and up by Tuesday, November 12. THINK VISUAL when creating the poster. *All groups are responsible for making their own copies of posters.*
5. **INFORMATION PAMPHLET:** The group will need to create a campaign pamphlet that describes the amazing candidate your cell organelle/structure is for the position of "Cellular Executive". The iconic picture should be on the front with the slogan. On the inside, the pamphlet should include details about the cell organelle/structure, diagrams, and functions that make it so important. Why is it important for survival? Is it linked to the survival of an ecosystem? The world? Campaigns are dramatic, go with it. Include citations on the back of the pamphlet (MLA). You might also include testimonials, quotes from doctors or experts, be creative. Pamphlets are due Tuesday, November 12.

6. **MUDSLINGING:** The group needs to run a smear campaign against at least 2 other organelle/structure campaigns from your class. Look up what diseases are associated with mutations that cause malfunctions of their organelle/structure and create some kind of literature against it (poster, fact sheet, etc.) and include your rhetoric in your information pamphlet and campaign speech. Include citations (MLA). Mudslinging literature is due Wednesday, November 6.
7. **CAMPAIGN SPEECH/INFOMERCIAL:** Each group will create a video speech/ad that is 1-2 minutes in length using the trailer feature of the iPad iMovie app (see trailer storyboard – download via wiki). Convince your voters, based on structure and function, that your organelle/structure is the best candidate/most important cell part. You must deflect the smear campaigns against your organelle/structure and include some mudslinging in the direction of each of your opponents. I must have a storyboard (this can include a script, lyrics, or talking points) of the speech/video by Wednesday, November 6 and a completed speech by Tuesday, November 12. The speech will be played in opposite biology classes and they will vote based on the speeches/videos and campaign literature. Videos will be shown on Thursday, November 14.
8. Beyond the requirements of the project, you can be as creative as is ethically correct to win the campaign. *No Threats, No Bribes.* T-shirts, buttons, stickers, face paint, on Campaign day will be rewarded with a project bonus.
9. I have multiple Biology/AP Biology books on hand for use and the library is an excellent resource as well. Research news and magazine articles for the latest findings in research as well. Work with your team, plan your time well, neatness counts, spelling and accuracy counts, pictures should be in color, and by all means **BE CREATIVE!**

Candidate Cell Organelle or Structures

Nucleus
Ribosome
Rough Endoplasmic Reticulum
Smooth Endoplasmic Reticulum
Cytoskeleton
Cell Membrane
Mitochondrion
Chloroplast
Golgi Apparatus
Lysosome
Vacuole
Cell Wall
Nucleolus
Centrioles

ICONIC PICTURE SUBMISSION FORM:

Draw or attach a copy of your ICONIC cell organelle/structure's picture.
Submit this form by Wednesday, October 30.

Campaign Manager & Asst Manager:

Committee Leaders:

Cell Organelle/Structure Name _____



RUBRIC

	Criteria	4	3	2	1	N/A
Research (12 points)	<ul style="list-style-type: none"> Information on the cell organelle/structure and function Pictures and diagrams Reliable Sources Citations included (APA) 					
Iconic Picture (8 points)	<ul style="list-style-type: none"> Visually Appealing Demonstrates essential function of organelle/structure Original artwork 					
Campaign Poster (12 points)	<ul style="list-style-type: none"> Visually appealing Creativity Posters use iconic picture Posters include slogan 					
Campaign Pamphlet (20 points)	<ul style="list-style-type: none"> Iconic picture and slogan on front Detailed and accurate information on structure and function At least 1 diagram or picture inside pamphlet Convincing statements about why this organelle/structure is important to the cell, organism, and life. Citations included (APA) Neat and organized with good spelling and grammar 					
Mudslinging (12 points)	<ul style="list-style-type: none"> 2 forms of literature cited; 1 for each opposing organelle/structure Information is factual Citations included (APA) 					
Campaign Speech (24 points)	<ul style="list-style-type: none"> Speech/ad is created as a video Detailed and accurate information supporting cell organelle/structure Deflection of opposing groups mudslinging Mudslinging directed toward opposing organelles/structures Includes music Speech transcript is submitted by _____ Speech is at least 1 minute, but no longer than 2 minutes. 					
Campaign Voting (4 points)	<ul style="list-style-type: none"> Won the class voting 					
Group Member Evaluation (4 points)	<p>Each group member will be rated by the other group members anonymously on a scale of 1 to 5 and the ratings will be averaged.</p> <p>0 – no work 1 – minimal work 2 – average work 3 – good work 4 – great work</p>	Average Score: _____				
Bonus (4 points)	<ul style="list-style-type: none"> T-shirt, buttons, stickers, or other forms of Campaign Day Spirit. 					
Total:						