‘70s and ‘80s Popular Culture Project

Assignment: Recently, the Smithsonian Museum decided to sponsor an exhibition that highlights the history and changes in popular culture in the 1970s and 1980s. Along with guest speakers, films, and other events, the organizers also decided to ask high school students around the country to create projects and presentations of their own to contribute to the exhibition. Because I told the directors of the Smithsonian about how brilliant you are, the organizers of the exhibition have asked you to be the student representatives at the event. Our task: to research one of the following trends of the 1970s or 1980s and create a visual presentation, which provides information about the influence and importance of this trend to history.

Specific Instructions:

1. VISUAL COMPONENT: You need to create either an informational poster or multi-media presentation (Keynote/Powerpoint, etc.) on one of the popular trends of the 1970s or 1980s.
   a. Your poster/presentation should incorporate visual images created from your own hand, graphic images you create on the computer, images taken from photographs and magazines, or most ideally, a combination of the three.
   b. If you create a Keynote or Powerpoint, you should blend both visuals as well as audio-visual clips.

2. WRITTEN COMPONENT: Your poster or presentation must include specific, factual information and detailed descriptions of experiences, key figures, or other relevant information on the popular trend.
   a. In total, there must be the EQUIVALENT OF TWO TYPED PAGES of information incorporated in your presentation.
   b. It can involve either the creative or factual (or both) elements. For example, it could be a first-person account or interview with an artist, entrepreneur, or celebrity (then or now), a poem/lyrics, or it can be a “fact-sheet” that details important information about the trend or experiences of people.

3. PLAYLIST: You must put together a musical play list to accompany your presentation. Playlists should include at least 3-4 songs which represent the feeling you are trying to achieve with your popular trend. You do NOT have to purchase music. You could include a video which you find on YouTube, a link to an audio file, a cd of music you borrowed from a friend or parent, or at a minimum, a typed up playlist of singers and songs. All songs should be recorded in the 1970s or 1980s.

In order to create your presentation you will need to...

1. Research information about your topic. More specifically find out about the popular trend and take notes on the trend, key people or places associated with it, and anything else associated with the history of the trend. Notes should highlight how the trend was shaped by the decade, as well as how the trend itself shaped the culture and history of the 1970s or 1980s.

2. Select photographs/images/video clips that offer a visual about your topic. (Choose at least 6-10 different pictures that offer a visual representation.) Save these to your desktop, print them out, or copy and paste them into your Keynote presentation.

3. Select the music for your presentation. You must select at least 3-4 songs to sample throughout your presentation. Music should have some connection to the trend you have chosen – please be able to explain the connection when asked.

REMEMBER that if you find any information on a website that you cut and paste that is considered PLAGARISM. All information must be properly cited in your bibliography.
Trends in American Popular Culture in the 1970s and 1980s

**Trends of the 1970s**

Clothing trends  
Studio 54  
Punk music/trends  
Technological trends (choose 3: computers, 8 track player, floppy disk, video games, email, etc.)  
Dukes of Hazzard  
Saturday Night Fever  
Jackson Five  
Queen  
Pink Floyd  
Fads (choose 3: mood rings, pet rocks, sea monkeys, streaking, the hustle, bell bottoms & platform shoes, etc.)  
Sports (choose 2 stars: Dorothy Hammill, Arthur Ashe, Larry Bird, Kareem Abdul-Jabar)  
Patty Hearst  
Jonestown massacre

**Trends of the 1980s**

Clothing trends  
Olivia Newton-John  
Michael J. Fox  
Brat Pack  
Cosby Show  
MTV  
Michael Jackson  
Technological advancements (choose 3: IBM, internet, video games, mobile phones, etc.)  
Fads (choose 3-4: jazzercise, moon walking, roller skating, Sony walkmans, Judy Blume books, break dancing, Cabbage Patch dolls, etc.)  
Classic films (choose 3)  
Madonna  
Sports (choose 2 stars: Mary Lou Retton, Magic Johnson, Greg Louganis)  
Cola Wars (Coke v. Pepsi)

**Some Suggestions, Reminders, Tips:**

- **Good resources:**
  - The librarians have created a class wiki with links to helpful online resources. Go to “Quick Links” on the L-S website, click on “Library” and then look for the link for “Class Projects” at the top of the page. Once you’re there, scroll down to my name and click on the link for “1970s & 1980s Class Presentation.”
    - You may need a username and password to access some of the sites from home – if so, click on the link for HOME ACCESS Passwords (this will bring up a pdf file with all the passwords. You will need to enter your L-S computer username and password to open it.)
- **Remember to keep the focus on your chosen trend. Everything that is on your poster/presentation should relate to your popular trend.**
- **Be sure to consider the visual aspect of this assignment. More is not necessarily “more.” Clutter won’t get you a better grade. Be selective in what you include. Don’t ask the viewer to concentrate on too many items. Choose your images carefully.**
- **This is not a death-sentence assignment for those who are artistically challenged. First, focus on your strengths and work from there. Secondly, in the age of computers, magazines, and scissors, you aren’t doomed to drawing original pieces of art (although you should feel free to give it a shot!)
- **Neatness counts! Presentation is doubly important in an assignment such as this – what will the guests of the Hall of Fame think when they see poorly cut and pasted pictures, lopsided lettering, and hastily drawn images? Neatness is equally important as creativity.**
## Grading Rubric for Projects

### 25 Points are based on the CONTENT included in the presentation

- Did your poster/presentation select an identifiable and relevant theme dealing with the treatment and experiences of workers?
- Did your poster/presentation include relevant materials on the time period and musical genre?
- Did your poster/presentation and playlist follow project guidelines (number and variety of songs, typed text, poster size, etc.)?
- Did your poster/presentation include the writing component? Did it include specific and detailed information from a variety of historical sources? Did it enhance the poster’s ability to express its assigned genre?
- Did your poster/presentation include the visual component? Was it visually expressive? Did it relate to specific information/ideas from the genre? Did it enhance the poster’s ability to express its specific genre?
- Did your poster/presentation present multiple examples relevant to the topic? Were the examples well-chosen? Were the examples persuasive?

### 25 Points are based on the STYLE of the presentation (creativity and presentation)

- Did your poster/presentation make an honest effort towards genuine creativity?
- Was your poster/presentation well-planned? (Did it avoid careless artistic and planning errors? Did it avoid sloppy organization?)
- Was it neat and thoughtfully developed? (Did it avoid lopsided and messy wording, were the collage images hastily cut and pasted, etc.?)
- Did your poster/presentation include multiple visual images?
- Was it visually understandable? Was there too much? Too little? Or just right…?
- Is there obvious effort by the poster/presentation’s owner to create an exciting, appealing, and attractive information presentation? Is there that sparkle that is created when the artist clearly attempts to create a powerful presentation?
‘70s and ‘80s Popular Culture Project

**Sources Cards Due:** Tuesday, May 29<sup>th</sup> (Blocks 2 & 3)

**Notes Due:** By the end of class on Wednesday, May 30<sup>th</sup>

**Presentation Outline/Lesson Plan Due:** By the end of class on Friday, June 1<sup>st</sup> (Block 2) or Thursday, May 31<sup>st</sup> (Block 3)

You will be given a 5-point grade for each day that we are in the lab/library. Do your best to stay on task and focused. I will also be collecting source cards at the end of the first day in the library. You must have at least 1 print source (book, encyclopedia, magazine or newspaper sources) in addition to any other internet sources you may use.

Day 1-2 should be spent gathering information on your topic and taking notes
Day 3 planning or assembling materials for your lesson

<table>
<thead>
<tr>
<th>Grades</th>
<th>Possible Points</th>
<th>Points Earned</th>
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<tbody>
<tr>
<td>In class work day 1</td>
<td>5 points</td>
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<tr>
<td>Source Cards – due end of day 1</td>
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<td>In class work day 2</td>
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<td>In class work day 3</td>
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<td>Notes Check</td>
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<td>Lesson Plan</td>
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**Oral Presentation Checklist**

- I have prepared a visual aid.
- I made a handout that does more than simply list the notes for the class. Instead, it guides them with their note-taking.
- Ms. Shen has seen and approved my handout.
- Ms. Shen has seen and approved of my lesson plan.
- I made notes or note-cards for myself with my notes on them.
- I know what bad habits I have when public speaking and have thought about ways to avoid them or compensate for them.
**Instructions for Library Research Day:**

1. Your task today is to find **two (2) articles and/or books** upon which to base your presentation. As a reminder, at least ONE needs to be from a book or one of L-S’ online databases.
2. Use this sheet to keep track of the articles / books you find.
3. Make sure that you either have print-outs or photocopies of the articles you find by the time you leave the library, and/or the books taken out of the library.
4. You will be turning this piece of paper into Ms. Shen at the end of class so she can check your sources.
5. If you find pictures, be sure to either save them to your student server or print them out so you can use them for your presentation.

**SOURCE ONE - PRINT:**

Title: _______________________________________________________

Title of Journal / Newspaper (if an article): ___________________________________________

Author(s): _______________________________________________________

Publisher (if book): _______________________________________________________

City of Publication (if book): _____________________________ Year of Publication (if book):__________

Specific Date of Publication (if article):____________________________________________

Web address: __________________________________________________________________________

**SOURCE TWO:**

Title: _______________________________________________________

Title of Journal / Newspaper (if an article): ___________________________________________

Author(s): _______________________________________________________

Publisher (if book): _______________________________________________________

City of Publication (if book): _____________________________ Year of Publication (if book):__________

Specific Date of Publication (if article):____________________________________________

Web address: __________________________________________________________________________
‘70s and ‘80s Popular Culture Project Notes

Please use the following sheet to compile your notes. Your presentations should address the 5 Ws (who, what, when, where, why.) You also should keep your eyes out for interesting visual aids (artwork, songs, posters, film clips, etc.) and quotes/primary sources to integrate into your presentation. Be sure to write down where you found them so you remember to go back for them when it comes time to plan your lesson.

Your topic: ________________________________

Notes on my topic (remember to cover the who, what, when, where, & why questions – see key questions for your topic):

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Notes on my topic (remember to cover the who, what, when, where, & why questions – see key questions for your topic):

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Presentation Outline / Lesson Plan

Visual Aid:

What is your visual aid? ________________________________

How do you plan to incorporate it into your presentation in a meaningful way? (i.e., by putting a series of pictures on a poster which I then plan to show the class and talk about, by showing a 2 minute clip of a movie which we’ll then discuss, by putting together a Powerpoint with images that I’ll show and discuss, by giving the class examples of album covers or song lyrics and asking them to analyze them for meaning, etc.)

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Presentation Outline / Lesson Plan

Lesson Plan:

How do you plan to spend your time? You must TEACH the class the material. Consider the different ways you could do that. Think about what interests you in a class and how you best learn material. You should try not to lecture to the class for 5 minutes straight since that may not be the most effective and captivating way to deliver the material.

For example, if I were to teach a lesson on disco, I might set my lesson up like this:

Minute 1-1 ½: show a dance scene from the film “Saturday Night Fever”
Minute 1 ½ - 5: give some background information (notes) on the music, clothing and dance styles of the 1970s.
How do you propose that you teach your lesson minute by minute?

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Public speaking:

What concerns (if any) do you have about your presentation?

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