

# Senior Project Handbook

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# Senior Project Timeline

- Introduction to the Senior Project Criteria \_\_\_\_\_
- Submit a Project Choice and Research Topic \_\_\_\_\_
- Choose and Contact Mentor \_\_\_\_\_  
\*Fill out Mentor form
- Write the Proposal and have it approved. \_\_\_\_\_
- Letter of Intent \_\_\_\_\_
- Submit first 5 Hours of Project (In Project Log) \_\_\_\_\_
- Submit second 5 Hours of Project (In Project Log) \_\_\_\_\_  
\*Parent contact if not completed
- Submit final 5 Hours of Project (In Project Log) \_\_\_\_\_  
\*Parent contact if not completed
- Submit Research Paper Thesis \_\_\_\_\_
- Do Research \_\_\_\_\_
- Submit Research Cards \_\_\_\_\_
- Create Outline of Research Paper \_\_\_\_\_  
\*Include Preliminary Works Cited page
- 1<sup>st</sup> Draft of Research Paper \_\_\_\_\_  
\*Parent contact if not completed
- 2<sup>nd</sup> Draft of Research Paper \_\_\_\_\_  
\*With accurate citation and Works Cited
- Submit Final version of Portfolio \_\_\_\_\_
- Senior Presentations \_\_\_\_\_  
  
\*Be prepared to present on the first day

# Chapter 1

## Introduction to Senior Project

A brief overview...

### *What is Senior Project?*

Senior Project is designed to provide you with the opportunity to apply all that you have learned in twelve years of school to a project which will challenge all of your abilities, stretch your limitations, and reward you immensely!

Senior Project consists of four major components: **the project, the paper, the portfolio and the presentation**. This handbook will guide you through the process. It includes most of the information and forms you will need to complete the project.

### **The Project**

The project is the core of the Senior Project experience. You will be choosing a project which **extends your learning, stretches your potential, and challenges your abilities**. What that may be is up to you. The goal is to choose an area of interest and act on it by finding or discovering something that you've never done or known before but always wanted to do or learn.

*For Example...* A possible project for someone who might be interested in a career in advertising would be to design an effective sustained advertising campaign around a societal problem such as teenage smoking—**MORE** than just a single poster or video recording on one commercial

### **The Paper**

Along with your teacher, you will select a **controversial issue** topic. This should be a 4-6 page research essay in which you will explore both sides of an issue, and take a position.

### **The Portfolio**

Since much of the work on your Senior Project will be done outside of class, you will want to keep **accurate records** of the time you devoted, how much money you spent, where you went, who you talked to, what you learned, and so on. The portfolio is simply a place to keep all of that. Eventually, your portfolio will be graded for completeness and attention to detail by your English teacher and reviewed by your Senior Board judges.

### **The Presentation**

Finally, just before graduating you will present your project at Senior Boards, a few days of frazzled nerves, sweaty palms, and praise. You will make a **formal presentation to a panel of judges** including parents, teachers, your fellow students, and other community members. You will share with them all the work related to your project, the process you followed, what you learned along the way, and your personal growth as a result of your ambitious effort. If you've chosen a project which really excites you and captures your interest, your enthusiasm will shine through to your Board, your parents, and your friends.

*How will this project affect my grade?*

An excellent question! Various components of Senior Project are calculated in to be a significant percentage of your English 12 grade. **Further, this is a district requirement for ALL seniors. (Modifications are available only if specified in a student's IEP.) You cannot graduate without passing a senior project.**

*So how do I start?*

Read on! The rest of this manual will tell you (almost) everything you need to know about Senior Project.

# Senior Project: the 4 Ps

## Project

## Paper

## Portfolio

## Presentation

- \*Should be a challenge
- \*Should be a new learning experience
- \*Can't include safety concerns
- \* Can't log hours during school time
- \* Can't be something you learn in class
- \*MUST INCLUDE 15 HOURS OF WORK ON THE PROJECT ITSELF**
- \*Must record exact hours in the project log

**First:**  
Do the research!

**Second:**  
Do multiple drafts

**Finally:**  
Polish and submit the essay

- \*Typed
- \* 4-6 pages
- \* At least 5 sources
- \* only 2 online
- \*Formatted correctly
- \* MLA style
- \* Works Cited Page
- \* Cover Page

- \* Cover Page
- \* Table of Contents
- \* Approval Form
- \* Parent Permission Form
- \* Mentor Agreement Form
- \* Mentor Evaluation Form
- \* Letter of Intent
- \* Research Notes/Cards
- \* Copy of Research Paper
- \* Other letters, forms or surveys, pictures, etc. used in the project
- \* Project Log
- \* Presentation Notes

All nicely bound for the presentation

**6-8 Minute Speech**

- \* Catchy opening
- \* Process for the project
- \* Explain the challenge
- \* Describe problems and solutions
- \* Identify learning
- \* Reflect on changes you would make next time
- \* Discuss how CKM classes helped you with the project
- \* Close with the value of your learning
- \* Provide or demonstrate tangible evidence of project completion

Include visual or audio aide  
Answer Judge's questions

**DUE DATE: TBA**

**Remember: If one part of the project is not completed or receives a failing grade, then the entire project is failed.**

**Remember: No senior in the Sacramento City Unified School District can graduate without completing a Senior Project.**

**Remember: Due dates for the paper, project and portfolio are subject to alterations by the Senior English Teachers in accordance with their curricular needs.**

## Chapter 2

### *The Project:*

#### **Description:**

This phase of the Senior Project is actually the part where you do *The Project!* Every student must develop and implement a “hands-on” experience under the supervision and guidance of a mentor. Your project will usually fall into one of several categories including community service, career related, and or special interest/hobby. The possibilities of available projects to choose are endless!

#### *How do I pick a project?*

Because Senior Project will be one of the most important assignments of your high school career, you need to consider your choice of project very carefully.

#### Pre-planning

Think about all of the things you are interested in—things you would like to fix, do, learn, understand, see, improve, create, experience, or own. Brainstorm your ideas as they come to you; don’t edit yourself at this point. If you’re into sailing and want to sail solo to Hawaii, write it down. You can always eliminate ideas later if they turn out to be impractical or too expensive. Narrow your ideas down to three or four ideas which are “do-able” and prioritize them. In deciding whether or not a particular project idea will work, take into consideration whether or not research information is available and whether the project is one which you can financially afford to undertake, will take you **at least fifteen hours** to complete, will maintain your interest for **several months**, and will be approved by your parents. Also remember that in order to qualify as a Senior Project, your plan needs to be one which will **stretch your abilities and challenge your limitations**.

#### **Possible Projects:**

- Design an effective sustained advertising campaign for a product.
- Learn to scuba dive
- Coach a Special Olympics participant
- Design a lesson and work as a teacher’s aid for an elementary school teacher
- Test and monitor E-coli bacteria in local groundwater
- Design and produce an authentic Elizabethan garment
- Design and implement a Red Ribbon campaign for an elementary school
- Coach a basketball team at the YMCA
- Shadow, and assist, a person who holds an occupation that you are considering. There must be active participation, not just observation.

## ***UNACCEPTABLE PROJECTS***

These projects will cause problems and are not acceptable for your Senior Project:

- Weather dependent projects: landscaping a garden may be fun and productive, but what will you do when it rains every day from January to May?
- Illegal activities.
- Dangerous activities.
- Group or collaboration projects: you may be reliable, but your friends and colleagues may let you down. No collaboration or joint projects will be allowed.
- Unfinished work: we know you mean well when you say you will write a novel, but turning in three chapters is not quality, finished work and will not be accepted.
- No stretch or challenge: working out at school, painting a room, babysitting your nephew, taking pictures of your friends, etc. are done during school hours. This is your opportunity to take a risk and do something worthwhile for yourself or your community.

## Minimum Requirements of the Project

Your project must...

- be a personal stretch and challenge
- take a minimum of fifteen hours outside of class time to complete,
- be approved by your teachers and by your parents,
- be individual—no group or collaboration projects,
- and, last but not least, be legal!

**You must choose a project that is a challenge to you. We want students to “stretch” their comfort zone and choose a project that will cause them to grow. Also, we will not approve projects that present safety concerns.** The project you choose should be ambitious and worthy of a senior project.

**Your project must require at least 15 hours of work outside of regular class time.** Use the Log Form provided in the Appendix; you should record the exact hours you spend working on your action, and get an adult to sign off on each piece of your work. (If you meet with someone, get them to sign your form. This will be the same person you will be meeting/getting quarterly signatures.)

## *How Do I Prove That I Did All the Work?*

The Project Log:

As you are working on your project, you will be expected to keep a project log (see Appendix). You should have a log entry for each time you do anything having to do with your project. Your log should begin and end with the date and actual time (hours, minutes) spent on the project on that occasion. Include in your log not only a description of what you did, but a reflection on the successes and failures, frustrations and victories you met along the way. You will divide your log entries into 2 labelled section per entry. One will be labelled “Activity” (what you actually did) and the other “Commentary” (what you thought and felt about what you did). **In other words, your log should be a log not just of time and work done, but of feelings, emotions, and reactions as well.** A log entry could cover as little as a

short phone call to arrange an interview, or as much as a day spent learning a new song on the piano (if such an activity is related to your project of course!). The log will help your Senior Board Panel to better evaluate your project. Your log will ultimately be included in your portfolio as well.

### *Do I need my parents’/guardians’ permission?*

Yes, regardless of your age, you must have parent/guardian permission for your Senior Project selection.

#### **The Parent Permission Form**

It’s not only important, but it’s required that your parents know about Senior Project, what you’re planning on doing, and how important it is to your graduation. We’d hate for there to be any surprises when June rolls around. Get your parents to sign-off on your project BEFORE you start to work on it. Use the “Parent Permission Form” (see the Appendix). Your teacher will give you the due date. Once you turn it in, this becomes another permanent part of your portfolio... see how easy this is!

### *But if I’ve never done this before, I’m going to need help! Right?*

Right. That’s where your project advisor and your mentor come in.

#### **Project Advisor**

Your English teacher will serve as your on-campus project advisor. As outlined above, he or she will discuss with you the practicality of your project and verify your progress and your project completion at the end of April. This person will guide you through each step of your Senior Project process—your advisor is your on-campus resource for basic questions, general guidance, and project verification. If your project has not been completed and verified prior to Senior Boards, you will not be allowed to present it to your Senior Board panel, and you may not be allowed to participate in senior activities, and even barred from graduation.

#### **The Outside Mentor**

Your Outside Mentor will be **someone from the community** who will assist you with the completion of your project. Your Outside Mentor should be someone you seek out because of his or her expertise in the field of study in which your Senior Project lies. **You are encouraged to seek out someone outside of your family** and involve them in the excitement of your project. An Outside Mentor is someone who can give you advice, answer specific questions, and verify the hours you commit to working on your project; however, your Outside Mentor does NOT have to be present whenever you work on your project. Think of him/her as a reference, a troubleshooter, a guide. Make sure you pick someone dependable, who you can count on to be there when you need help. You will also need to include a signed Outside Mentor Agreement Form (see Appendix B) in your portfolio. When you finish your project, your Outside Mentor will co-sign the Mentor Evaluation Form as well.

#### **Due dates:**

While a timeline has been provided, your English teacher will determine final due dates for all these forms. It’s crucial that you keep your portfolio up to date. Remember, your portfolio will be graded, but more importantly, if you don’t have all the forms in order, your whole project might not be valid, and you’ll run the risk of not participating in graduation activities! Make sure to get things signed and turned in on time!



# Chapter 3

## The Research Paper

### What is a Controversial Issue . . .

In the news, the term “controversial” is used to label events that are shocking—perhaps centered around drugs, music, crime, or new social norms; however, this is not what “controversial issue” means. A “controversial issue” is any concern that has two or more opposing viewpoints. For example, whether or not TV creates violence in children is not a “shocking” subject, but it is one with opposing viewpoints: some people argue that TV does cause violence, and some argue that it does not. On the other hand, heroin use may be shocking, but it is not controversial. There are no credible researchers who would argue that using heroin is good. There is only one researchable viewpoint. A good controversial issue also needs to be a topic for which there is myriad relevant research. Whether or not we should make students take self-defense classes in high school may be a controversial issue (with opposing viewpoints), but there is little or no research on the topic. Therefore, when choosing a controversial issue topic, you must remember two important factors:

1. **There must be two sides to your issue—it must be arguable.**
2. **It must be an issue for which you can find a lot of research.**

In conclusion, the Research Paper is a paper of at least four pages in which your opinions and statements are supported with researched evidence. For the paper to be a controversial issue paper, you must prove your issue has multiple viewpoints and **present an argument and counter argument**. You must use data from your research, survey or interviews, and discuss the issue by **advocating one position and addressing the concerns of the opposing position**. Try your best to convince others to agree with your point of view--especially others who do not already share your opinion.

### The Paper Topic

The process for selecting a topic will be outlined for you by your teacher. Whether your teacher sits you down for an individual conference or asks you to present your approved project to the class and ask them for paper topic suggestions, pay close attention to this process so you can choose a topic that is both controversial and related to your project. If the topic is approved, you are ready to begin your research; if your teacher does NOT approve the topic, he/she will give you further instruction or help to refine, expand or change your topic.

### **Possible Controversial Issue Topics:**

- Whether or not advertising campaigns influence teen alcoholism
- Whether or not Global warming or pollution effect tide pools
- Whether or not schools should create special facilities for the severely handicapped
- Whether or not schools should have bilingual education
- Whether or not there are adequate industry standards for E-coli bacteria
- Whether or not school dress codes or uniforms help in school
- Whether or not high-impact exercises have a negative effect on the body
- Whether or not student athletes should be tested for drug abuse, or
- Whether or not athletes who have used steroids should be banned from sports, or
- Whether or not sports involvement increases academic achievement

### **Minimum Requirements of the Paper**

Your paper must...

- be typed or word processed,
- be a minimum of four pages,
- use a minimum of **five sources** (no encyclopedias or Wikipedia)
- use **no more than two online resources** (unless “full text,” meaning source appears elsewhere in print). Articles found on the Web must have a clearly identified author or place of publication to count as one on-line source and must be a recognized authority in the field.
- be properly MLA formatted with one-inch margins, double spacing, and twelve-point standard font
- use **accurate MLA parenthetical references**
- include a **Works Cited** page using correct MLA format
- have a **cover page** which identifies the student, date, class, and English instructor
- be firmly bound with a single staple or a simple cover,
- and, finally, use charts and graphs when appropriate, but **DO NOT** use clip-art and drawings merely for the sake of decoration.

### **Sources**

- You need to find at least five sources that provide evidence to support both sides of your topic.
- Your sources must include:
  - **at least one printed source (book, newspaper or magazine article, etc.)**
  - **at least one web site**
- Your sources must be relevant (related to the topic you are studying) and valid (based on true, real-life facts).
- Also remember that the author’s point of view may affect the information you find in a source.

For each source, you must fill out a source sheet/card, which includes all identifying information about the source (including title, author, publisher, date of publication, and place of publication).

**Taking Notes**

- Once you have found sources, you should take notes. The purpose of taking notes is to organize your research into data that supports both sides of your controversy. You should take notes on the note taking sheets provided or on cards, or use a method outlined by your English teacher. You should have at least 50 notes/cards, but more important than the number of notes you have is the quality and credibility of the information.

**Formatting Your Essay:**

- Do an outline following the format your teacher recommends.
- Your paper should be formatted in traditional essay format, including a hook, a thesis and body paragraphs that address both side of your argument, and a conclusion. Again, follow your English teacher's guidelines.

## Sample Note Taking Cards

Each card should show the source on one side of the card, and only one specific quote or piece of data or information on the other side of the card. A sample card is below.

**Front Side**  
*The full bibliographic source of the information to be used in the Works Cited page*

1A
<b>Shute, Nancy. “Alcohol in Teens Leads to Adult Woes” <i>U.S. News &amp; World Report</i> 14 April, 2008: p 17-18.</b>
Magazine Reference: Author (last, first). “Title of Article”. <i>Title of Magazine/Newspaper</i> , day, month, year: p #s. →

*\*Note: There is a “1A” mark at the top. This allows the student to use the same source more than once. His/her next card can simply be “1B” and he/she doesn’t have to rewrite all the bibliographic information. He/she can just look back to the “1A” card.*

**Back Side**  
*Should include only one quote or piece of information and be COMPLETELY accurate when using quotation marks.*

<b>Quote:</b>	1A
“--Teenagers who drink heavily are 4.5 times as likely as other teenagers to have serious problems with alcohol when they become adults. --Those that drank as teenagers [are] much less likely to finish college, earn less money as adults, and are less satisfied with their jobs. --Adults who drank as teenagers are more likely to have mental-health disorders, such as depression. --Heavy teen drinkers have more problems forming and maintaining close relationships as adults.” Pg. 18	

One Quote

*\*Note: You should only use one piece of information per card. This allows you to sort the cards more easily when you are organizing your arguments and supporting facts and examples for your research paper. In addition, if you use quotation marks, the citation must be written out EXACTLY as shown in print.*

*\*Finally, if you are using ANY idea or information from a source other than yourself, even if you paraphrase it, you must cite the information or you will be plagiarizing. That is why the correct information on the front of the card is so important.*

## *Writing Your Research Paper:*

### **Outline for Research Paper**

You should start your paper with a hook, and then lead your reader from your hook into your thesis. This should take a few paragraphs.

- 1. Hook.** In your first paragraph or two, you should hook the reader's attention with a creative story, statement, quote, or question--something that introduces the reader to the topic in an interesting way. Since you may want to draw in readers who do not agree with you, it is usually best if you do not indicate your opinion in the hook. Instead, use the hook to identify a problem or idea that almost everyone agrees with, and then, once you have the reader's attention, lead him or her into your thesis.
- 2. Thesis.** Your thesis is the main point you are trying to prove in your controversial issue essay. It should be clear, specific, and understandable. It should also be arguable; if no one disagrees with you, then you've chosen a boring thesis, and it is not truly an essay covering an arguable viewpoint. The hook should flow naturally into your thesis.

After you state your thesis, you should take a few paragraphs to address the strongest argument against your thesis.

- 3. Opposing Argument.** Make a list of the opposing arguments, and choose the strongest one to address in your essay. There are two main ways to deal with an opposing argument: (1) concede, or admit that it's true; or (2) rebut or explain why it's wrong. It may seem strange to admit that your opponents are right, but this strategy can actually disarm readers who do not agree with you; it makes you look reasonable and makes opponents more likely to listen to you. Only concede an argument that is not worth arguing against. Otherwise, rebut the argument by showing how it is wrong.

Now you are ready to write the body of your essay. You will choose three or more good arguments that support your thesis and write a few paragraphs on each. Save the best argument for last.

- 4. Supporting Arguments.** After you have dealt with the strongest opposing argument, you should begin to build the case to support your thesis. You should make a list of all the supporting arguments you can think of and then rank them from strongest to weakest. Choose the strongest ones (at least 3) to use in your essay. Save the strongest argument for last because the reader will remember the final argument longer and a strong ending makes it harder to disagree with you. Explain each argument in a paragraph or two. Make sure you use facts and examples from your research or your surveys to support each argument. Once you have made a convincing case in support of your thesis, you should conclude your essay by restating the thesis and leaving the reader with a little something extra.
- 5. Conclusion.** To end your Research Paper, restate the thesis (using different words), and then leave the reader with a little something extra: a call to action, a vision of the future, a connection back to the hook, food for thought, etc.

## Chapter 4

### The Portfolio

#### *What's this! I have to do a portfolio too?*

Your Senior Project Portfolio is simply a collection of all the forms, documentation, and evidence you've collected, neatly packaged in a simple binder not to exceed 1/2 inch in thickness) for your Senior Board judges—just to let them see how much effort you've put into your Senior Project.

#### **The Portfolio**

Your Senior Project Portfolio documents the entire Senior Project process, from start to finish. It justifies your stretch and challenge and lets the judges get to know a little about you and what you learned before they judge your presentation. Since this is the first impression the judges will have of your project and you, you want to make sure it's a good one and you want it to look professional. You know what they say about first impressions . . . .

#### **Minimum Requirements of the Portfolio**

Your portfolio must include:

- Cover Page, typed
- Senior Project Approval Form
- Letter of Intent
- Parent Permission Form
- Outside Mentor Agreement Form
- Outside Mentor Evaluation Form
- Research Notes/Cards
- Paper Outline
- Clean Copy of Research Paper
- Project Log (15 hr. minimum)
- Presentation Notes or Information
- Supplemental information and materials, such as pictures, letters, and applications relevant to the Senior Project
- Community Survey, if applicable

# Chapter 5

## The Presentation

### The final step...

You have completed your 15 hours (or more) towards your Senior Project requirement. You have researched a related topic and written a research paper. You have compiled a professional portfolio that includes all required elements as outlined in your Senior Project Handbook. Now, you are ready to celebrate your accomplishments and share your discoveries.

The culminating activity for your Senior Project will be your Oral Presentation. This presentation will be six to eight minutes with a question-and-answer period that follows. You should plan to be rehearsed and professional in your manner, dress, and appearance. This is your last big performance of your high school career; shouldn't it also be your best? However, not to worry, you will have multiple opportunities to practice your presentation and hone and refine your presentation skills in your English class.

#### **Oral Presentation Directions:**

Prepare a **6-8 minute speech** which does the following:

- Captures the attention of the audience and introduces the purpose of your presentation.
- Explains the process you went through to complete your project.
- Addresses the stretch and challenge of your project.
- Describes any problems you encountered and details the ways you dealt with them.
- Identifies concepts or skills you learned.
- Reflects on any changes that you would make if you were to do your project again.
- Discusses ways that your educational experience at CKM prepared you for this project.
- Concludes with either a statement of the value of the project or a speculation that brings the speech to a satisfying close.
- Include a visual and/or audio aid to provide physical evidence of your accomplishments. Video clips should be limited to no more than two minutes, and you must speak for a minimum of six minutes.

In addition to the preceding content elements, you must be aware of essential delivery components: eye contact, body composure, vocal expression, volume, appearance; and an audio/visual aid are all important aspects of a successful presentation.

Presentation rooms will be furnished with a computer and LCD projector for PowerPoint presentations. Students **MUST** make sure they have a PC compatible source at least 72 hours in **advance of their presentation date and time**. Students who wish to use equipment beyond that supplied **MUST** make their own arrangements.

After the speech, students should be prepared to answer questions from the judges for approximately 2-4 minutes. Points will be deducted for speeches under 6 minutes; speeches will be halted after 8 minutes.





# The APPENDIX

## The Nuts and Bolts Models, forms and stuff...

### *OK, so where do I get the samples and forms?*

You will be given the forms you need once—all at once—when you are given this manual. If you lose it, you'll need to copy a friend's. On the following pages, you will find each form that you will need. Here's a list of what you'll find in this Appendix:

1) Model of the Project Proposal	18
2) Senior Project Approval Form	19
3) Model of the Letter of Intent	21-22
4) Letter of Intent Rubric	23
5) Parent Permission Form	25
6) Outside Mentor Letter	27
7) Outside Mentor Agreement Form.	28
8) Outside Mentor Project Evaluation Form	29
9) Project Log Model	31
10) Project Log Form	32
11) Research Paper Rubric	33-34
12) Portfolio Evaluation Form	35
13) Presentation Evaluation Form	37
14) Plagiarism Notes	38
15) Sample Works Cited Page	39

## MODEL OF PROJECT PROPOSAL

The following examples will show you the kind of details to include in your Senior Project Approval Form. You will notice that the “not acceptable” proposal lacks significant information, while the “acceptable” proposal reflects careful thought and consideration of the stretch and challenge required.

### NOT ACCEPTABLE

*I want to learn how to play piano, but I don't know how. I can sing really well, and I enjoy music. My goal is to play a song for my Senior Boards in May.*

### ACCEPTABLE: GOOD PROJECT PROPOSAL

*Music has always been a passion of mine. I have studied singing for three years through the Galina Street Choir. Despite my long interest in singing, I have never really thought about expanding my musical ability to playing an instrument. My neighbor is a piano teacher, and is willing to teach me if I will babysit for her on the weekends. Fortunately, through my singing, I do understand how to read music, and will not need to start from scratch. I have played with pianos at friends' houses, and we do have a keyboard in the garage on which I can practice. Because I have never played before, nor had to pay attention to more than just the portion of music that I am signing, this will be a challenge for me. There will be the additional challenge of finding time to practice—as well as babysit, and determine what piece to play for my presentation. My goal for my Senior Board presentation in May is to play a piece that incorporates a full scale musical number.*

Be sure to include the following components in your Project Proposal:

What?	How often?	Where?
Why?	Who?	To what degree?





## SAMPLE LETTER OF INTENT

October 10, 2014

1044 14<sup>th</sup> Street  
Sacramento, CA. 95818

Ms. Johnson  
C. K. McClatchy High School  
3066 Freeport Blvd.  
Sacramento, CA. 95818

Dear Ms. Johnson:

In America, freedom of speech is a right rather than a privilege. In some ways this is a good thing and in some ways it is not. Because freedom of speech is a right, Americans tend to believe that they have the right to say whatever they want without worrying about the consequences of their words or images. On the internet, there are sites devoted to hatred and degradation. You can find sites that promote racist ideology and degrading images of women, violence, homelessness, etc. On the other hand, TV, magazines, newspapers and the internet can also be a wonderful source of information and inspiration.

My Senior Project will focus on the power of advertising. I have loved art all my life and recently have decided that I should look at careers in which I can use my artistic abilities in positive ways. I am particularly interested in advertising campaigns for products or activities that I really believe in and that will help society. I have an uncle in this area who owns his own advertising firm, *Design For You*. Because he owns his firm, he is able to choose his clients carefully. For example, he was able to create posters and brochures for the Stanford Asian Liver Research Center. This helped give people information that actually saved lives. I am interested in both the artistic and humanitarian aspects of advertising.

This senior project will be a stretch for me because I have never created an advertising campaign before. While I have done many art projects over the years, I have never worked for someone else, creating their design and vision. First, I will need to do two-week internship at my uncle's advertising firm to better understand how they work. I will need to shadow my uncle or one of his employees during this time to be sure I understand the various roles at the firm. Then I will need to work with a team, to create an advertising campaign for a real client. I will need to learn how to listen to the client's needs and concerns. I will need to understand to whom they are trying to sell their product and then create the best possible design. I will need to learn how to work with my team, take suggestions and make changes when necessary. I believe I will come to understand better the world of advertising and to determine if this is a good career plan for me. I may work with the team for two to three months, every day after school.

I am hoping that the costs of the project will be minimal. While I will need to use some art supplies for this project, they should be supplied by *Design for You*. I will need to be able to pay for gas to and from Davis. Because my parents are supportive in my career choice, they have said they will help defray the cost while I am doing my internship.

For my presentation, I will introduce the actual items I created for the advertising campaign. I would like to present the photos, video and final product in a power point presentation. Given that my only real cost for the senior project will be the presentation, I have assess my costs at around \$25.00: the cost for a zip drive to store my power point file.

I am excited to be able to participate in a project that will allow me to explore my career options. Further, I want to help my community in positive ways while I pursue my passion for art. Through advertising, I believe that I can achieve both.

I understand that all work must be my own. I also understand that using information on my paper from other authors without citing them is plagiarism. I am committed to doing my own work to the best of my ability.

Sincerely,

Maria Lopez

## LETTER OF INTENT APPROVAL FORM

Student: \_\_\_\_\_ Student #: \_\_\_\_\_

English Teacher: \_\_\_\_\_ Period: \_\_\_\_\_

**Yes    Somewhat    No**

- |                          |                          |                          |   |
|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The senior project is clearly defined, including a statement explaining the nature of the project   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The Letter of Intent includes a description of the student's background, project and who will be helping the student.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>The Letter of Intent includes a strong argument describing how this senior project is a challenge or stretch.</b> The project clearly goes beyond the normal activities the student might be involved in during the school year. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The Letter of Intent includes a clear description of the time involved in the project and demonstrates that the time commitment will meet the 15 hour minimum required of the project.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The Letter of Intent includes a complete list and cost of the materials to be used for the creation of the product and the presentation of the project.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The sentence structure is correct, and essentially free of mechanical errors.   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The proposal includes an explanation of plagiarism and a commitment to authenticity.  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The Letter of Intent clearly follows Business Letter Format   |

**Approved**                       **Rewrite**

Teacher (signature): \_\_\_\_\_ (printed): \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





**Parent Permission Form**

Student's Name \_\_\_\_\_

Parent's Name \_\_\_\_\_

Address \_\_\_\_\_

Parent's Phone Home \_\_\_\_\_ Work \_\_\_\_\_

As a parent/guardian of \_\_\_\_\_, a senior at C. K. McClatchy High School, I am aware that my son/daughter must participate in senior project activities. The various components of the Senior Project will be factored into the grades for the Fall and Spring Senior English class, a course required for graduation from McClatchy High School.

I further understand that failure to complete the entire Senior Project, including a Senior Boards presentation, may result in the loss of participation in end-of-year senior activities such as Senior Picnic, Senior Breakfast, Grad Night, etc. **The Sacramento Unified School District has instituted senior projects as a graduation requirement for ALL seniors;** therefore, failure to complete the Senior Project will result in my son/daughter not graduating with his or her class.

For the project, my son/daughter has chosen to:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

He/she has my permission to complete this project, and I agree to release C. K. McClatchy High School, the Sacramento City Unified School District, and its employees from all claims arriving from financial obligation incurred, or damage, injury, or accident suffered while my son/daughter participates in the project that he/she has chosen. My son/daughter has chosen \_\_\_\_\_ to be his/her Outside Mentor for Senior Project. The above-named Mentor has agreed to the responsibilities outlined in the Outside Mentor Agreement form and letter.

I hereby \_\_\_ DO \_\_\_ DO NOT (check one) authorize my son/daughter to meet his/her Outside Mentor off-campus for the purpose of working on Senior Project.

Parent/Guardian Signature: \_\_\_\_\_

Student Signature \_\_\_\_\_

Date: \_\_\_\_\_



## **Outside Mentor Letter**

Students should deliver this letter to their Outside Mentor. Any questions regarding the Outside Mentor's role may be addressed to the Senior Project teacher.

Dear Senior Project Mentor:

Seniors at C. K. McClatchy High School are required to complete a Senior Project prior to graduating. Senior Project is comprised of four components: a project, a paper, a portfolio, and a presentation. The purpose of the Senior Project is to challenge students to expand their horizons, stretch and challenge their abilities, and showcase their achievements.

This fall they began this process by selecting a project and having it approved. Because they have chosen a project which will require them to take a topic further than they have ever done before, an essential component in their success is an Outside Mentor--an adult who has experience or knowledge in the student's chosen field of study. Mentors may be teachers, community members, or business professionals who are willing to guide students through each phase or project completion. In this role, mentors are asked to assist, encourage, and support the students in completing the project, gaining information for the paper, and planning the oral presentation. Mentors serve in an advisory capacity only. It is the students who are responsible for completing required work. Additionally, mentors assist in verifying the progress of a project at various checkpoints during the year.

A Senior Project Mentor's commitment of time will vary depending upon the complexity of the student's project. Since there is no specific amount of time that a student will be required to spend with his/her mentor, the mentor and student will establish a meeting schedule. Meetings between the mentor and the student must occur on the school campus or by phone, unless written permission is given by the student's parents to allow meetings off campus. If meetings are off campus, parents or credentialed staff must accompany students during the meetings at all times.

Thank you for taking the time to share your experience and expertise with our students. Senior Project depends upon the generosity of people like you.

Sincerely,

C. K. McClatchy High School  
Senior Project Committee

**Outside Mentor Agreement Form**

Student's Name \_\_\_\_\_

Mentor's Name \_\_\_\_\_

Address \_\_\_\_\_

Mentor's Phone Home \_\_\_\_\_ Work \_\_\_\_\_

I, the undersigned, have met with the above-named student and have discussed his/her plans for the Senior Project at C. K. McClatchy High School. I acknowledge that the student will work on his/her project over the course of the school year and that I will offer assistance in completing the project phase of McClatchy High School's Senior Project during that time.

I understand that I will be a resource and consultant for the student and will be asked to verify the student's progress and hours spent. I also understand that the Senior Project is the sole responsibility of the student and that I am not to complete the project for the student.

I understand that I will work with the student only by phone or on site at McClatchy High School unless given express written permission by the parents of the student to meet off campus. If meetings are off campus, parents or credentialed staff must accompany the students during the meetings at all times.

Mentor Signature \_\_\_\_\_ Date \_\_\_\_\_

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent Signature \_\_\_\_\_ Date \_\_\_\_\_

*Thank you for your support of C. K. McClatchy High School. You are cordially invited to participate as a judge of Senior Board during the presentation phase of Senior Project in late April or early May.*

NOTE: If you are interested in judging Senior Boards, please contact CKM administration

**Outside Mentor Project Evaluation Form**

Student Name \_\_\_\_\_

Outside Mentor Name \_\_\_\_\_

Address \_\_\_\_\_

Daytime Phone \_\_\_\_\_

On-Campus Advisor Name (please print) \_\_\_\_\_

Project \_\_\_\_\_

**To the Outside Mentor:** You have been chosen to verify this student's efforts on his/her Senior Project. Since most of the time spent on the project phase of this assignment has been out of class, verification of the student's efforts is necessary before he/she will be allowed to present to the Senior Board. Please answer the following questions to help us evaluate his/her project. Please keep in mind that this student's research paper is not yet due and that this form refers only to the physical project. Please feel free to attach additional paper as needed.

And, thank you for your cooperation and your support of \_\_\_\_\_  
Student Name  
at C. K. McClatchy High School with the Senior Project. It is greatly appreciated.

1. Can you verify that he/she spent at least 15 hours creating this project?

Yes \_\_\_\_\_ No \_\_\_\_\_

Comments:

2. Have you seen this project at different stages of completion, not just the final phase?

Yes \_\_\_\_\_ No \_\_\_\_\_

Comments:

3. What specific problems did this student encounter and overcome?

4. What successes have you seen this student achieve?

Outside Mentor Signature \_\_\_\_\_ Date \_\_\_\_\_



**Project Log Form Model** (Use this format for your logs.)

Name \_\_\_\_\_ Date \_\_\_\_\_ Period \_\_\_\_\_

Research Project \_\_\_\_\_

Project Topic \_\_\_\_\_

Mentor: Name \_\_\_\_\_ Telephone \_\_\_\_\_

Directions: Your log should include what you have accomplished and the time you spent each day completing it (i.e., writing, designing, constructing, planning, taking classes or lessons, contacting sources, volunteering, etc.). You should also reflect on what you did and what you learned. Your commentary will help you remember what you did and what you thought when you begin to prepare for your presentation. This is your place to show all your effort, hard work, and progress on your project.

Sample Log

Date & Time	Activity & Commentary
<p>Thursday, 9/15/11 1 hours</p>	<p>Activity: Went to my neighbors to get my first lesson! The teacher started me on scales, and following notes with just my right hand.</p> <p>Commentary: It was pretty easy to do the scales because I just ran my fingers up and down the keys, but I noticed that I wasn't really matching the notes on the page to what I was doing with my fingers. Sure enough, when she had me start an actual piece of music, I couldn't remember which notes on the page matched the keys on the piano. She put colors on the keys for me—to help me match the colors on the page. I know it was "kiddie" stuff, but it totally helped.</p>
<p>Monday, 9/19/11 1 hour</p>	<p>Activity: Went back to the neighbors, and had my second lesson. I have been practicing the scales she gave me, and feel better about playing. She started me on scales with my left hand, and a piece of music with both treble and cleft notes.</p>
<p>Total time this page: 2 &amp; 1/2 hours</p>	<p>Commentary: Holy cow! Working with my left hand is soooo much harder. I can't remember when to use which hand and keep getting all messed up. I can see that I will have to practice a LOT harder this week. I also have trouble remembering which lines on the paper respond to which keys on the piano. (I am still using the color codes!) I think I will need to study more to get this right.</p>

**Project Log Form** (Copy as many second sheets as necessary.)

Name \_\_\_\_\_ Dates \_\_\_\_\_

Date & Time	Activity & Commentary
Total time this page:	



# Senior Project Research Paper Rubric

Before papers can be evaluated, they must have:

1. Minimum of 4 pages, 6 parenthetical references, 1 per body paragraph
2. All sources documented
3. Correct pagination (1/2 inch header from the top of the page and correct 1” margins)
4. Title page
5. Works Cited page
6. Times New Roman, 12 point Font. (Hard copies only; discs are unacceptable.)

## A / Superior

- a. \_\_\_ addresses the topic clearly and responds effectively to all aspects of the writing task
- b. \_\_\_ demonstrates a thorough critical understanding of the topic(s) in developing an insightful investigation
- c. \_\_\_ explores the issues thoughtfully and in depth, explaining both the writer’s viewpoint and opposing viewpoints
- d. \_\_\_ is coherently organized and developed; ideas supported by effective explanations and discussion
- e. \_\_\_ has an effective, fluent style marked by varied sentence structure and a clear command of language
- f. \_\_\_ is generally free from errors in grammar and punctuation
- g. \_\_\_ provides factually relevant and accurate research through numerous and varied citation methods (direct and embedded quotes and paraphrases). Employs **six (6)** or more acceptable sources.

## B / Strong

- a. \_\_\_ addresses the topic clearly, but may respond to some aspects of the task more effectively than others
- b. \_\_\_ demonstrates a sound critical understanding of the topic in developing a well-supported investigation
- c. \_\_\_ shows some depth and complexity of thought in explaining both the writer’s viewpoint and opposing viewpoints
- d. \_\_\_ is well organized and developed, with ideas supported by appropriate explanations and discussion
- e. \_\_\_ displays some sentence variety and skill in the use of language
- f. \_\_\_ may have a few minor errors in grammar and punctuation
- g. \_\_\_ provides factually relevant and accurate research through varied citation methods (direct and embedded quotes and paraphrases). Employs **five (5)** or more acceptable sources.

## C / Adequate

- a. \_\_\_ addresses the topic, but may not fully address some aspects of the task
- b. \_\_\_ demonstrates a generally accurate understanding of the topic in developing a sensible response
- c. \_\_\_ may treat the topic simplistically or repetitively or may not fully address opposing viewpoints
- d. \_\_\_ is adequately organized and developed, generally supporting ideas and explanations and discussion
- e. \_\_\_ demonstrates adequate control of sentence structure and language
- f. \_\_\_ may have some errors, but generally demonstrates control of grammar and punctuation

(OVER)

- g. \_\_\_ provides accurate research through more than one citation methods. Employs **five (5)** or more acceptable sources.

**D / Marginal**

- a. \_\_\_ addresses the general topic but distorts or neglects aspects of the task
- b. \_\_\_ demonstrates some understanding of the topic, but may inadequately develop parts of it
- c. \_\_\_ lacks focus, or demonstrates confused or simplistic development and/or does not address opposing viewpoints
- d. \_\_\_ poorly organized and developed, presenting generalizations without adequate and appropriate support
- e. \_\_\_ has limited control of sentence structure and/or vocabulary
- f. \_\_\_ an accumulation of errors in grammar/punctuation sometimes distracting reader, interfering with meaning
- g. \_\_\_ provides some research through accurate citation methods, but employs fewer than **five (5)** acceptable sources, does not source work correctly, or does not source all research material.

**F / Very Weak**

- a. \_\_\_ indicates confusion about the specific topic or neglects important aspects of the task
- b. \_\_\_ demonstrates poor understanding of the main points of the topic; does not discuss the topic academically
- c. \_\_\_ lacks focus and coherence, and often fails to communicate ideas, either the writer's viewpoint or the opposing viewpoint
- d. \_\_\_ has very weak organization and development, providing simplistic information without support
- e. \_\_\_ has inadequate control of sentence structure and/or often inaccurate vocabulary
- f. \_\_\_ is marred by numerous errors in grammar and/or punctuation distracting reader, interfering with meaning
- g. \_\_\_ provides little research and uses inaccurate citation methods; employs fewer than **five (5)** acceptable sources, does not source work correctly, and does not source all research material.

# Portfolio Evaluation Form

**Students: Complete this section:**

Student Name \_\_\_\_\_ ID Number \_\_\_\_\_

Senior Project Teacher \_\_\_\_\_ Project Topic \_\_\_\_\_

**Letters, logs, and forms must be signed and dated to be valid. Forms should be clean, neat and typed when appropriate.**

	<b>Pass</b>	<b>Fail</b>
Cover Page, typed	_____	_____
Table of Contents	_____	_____
Senior Project Approval Form	_____	_____
Letter of Intent	_____	_____
Parent Permission Form	_____	_____
Outside Mentor Agreement Form	_____	_____
Outside Mentor Evaluation Form	_____	_____
Research Notes or Cards	_____	_____
Clean Copy of Research Paper with Rubric & Teacher's Signature	_____	_____
Outline of Paper ( <i>Optional</i> )	_____	_____
Project Log (15 hour minimum)	_____	_____
Presentation Notes or Power Point Handout	_____	_____
Other Evidence of Completion ( <i>Optional</i> )	_____	_____
• Letters and other communications		
• Pictures		
• Journal entries		
• Etc.		
Contents Organization	_____	_____

**Students must include and pass all forms required in the portfolio.**

	<b>Pass</b>	<b>Fail</b>
<b>Evaluator's Final Score:</b>	_____	_____

**Evaluator's Signature:** \_\_\_\_\_



# Senior Project Presentation Evaluation Form

Student's Name: \_\_\_\_\_

Project: \_\_\_\_\_

Judge's Total: \_\_\_\_\_

English Teacher: \_\_\_\_\_

**Directions:** Score is based on (E) = Excellent; (AA) = Above Average; (A) = Average; (BA) Below Average; (FBA) = Far Below Average. You will lose five pts. from the total for each minute under the six minute minimum or if the speech runs significantly over eight minute maximum.

**AREA I: CONTENT**

	E	AA	A	BA	FBA
1. Introduction: stated or implied purpose of presentation with attention hook.	10	8	6	4	2
2. Body of Speech Main idea and points supported by accurate and appropriate details. Transitions enhance logical flow of presentation.	10	8	6	4	2
3. Explanation of process: (1) skills learned, (2) how the project was a stretch or a challenge, (3) problems encountered, (4) changes to be made, and (5) how school prepared you for the project.	10	8	6	4	2
4. Provide evidence of project completion and rigor	10	8	6	4	2
5. Conclusion: summary of ideas or appropriate wrap-up or closure that should include the value of the project or some speculation.	10	8	6	4	2

**AREA II: DELIVERY**

1. Eye contact (not reading notes, surveys room); body composure (poise, gesture, posture)	5	4	3	2	1
2. Voice/vocal expression (volume, pacing/rate, inflection, enthusiasm)	5	4	3	2	1
3. Language usage (appropriate word choice, style, no slang)	5	4	3	2	1
4. Dress/appearance (Students should be in professional dress: the kind worn to interviews. Students should be neat and well-groomed.)	5	4	3	2	1
5. Audio and/or visual aids (does not allow the audio or visual presentation to take over while student does not speak.)	5	4	3	2	1

**Total:** \_\_\_\_\_/75

**Actual Time:** \_\_\_\_\_

# Plagiarism

The following definition and information was taken from:  
**INDIANA UNIVERSITY: WRITING TUTORIAL**

## What is Plagiarism and Why is it Important?

In [school] courses, we are continually engaged with other people's ideas: we read them in texts, hear them in lecture, discuss them in class, and incorporate them into our own writing. As a result, it is very important that we give credit where it is due. Plagiarism is using others' ideas and words without clearly acknowledging the source of that information.

## How Can Students Avoid Plagiarism?

To avoid plagiarism, you must give credit whenever you use:

- Another person's idea, opinion, or theory;
- Any facts, statistics, graphs, drawings—any pieces of information—that are not common knowledge;
- Quotations of another person's actual spoken or written words; or
- Paraphrase of another person's spoken or written words.

## Strategies for Avoiding Plagiarism

1. Put in **quotations** everything that comes directly from the text especially when taking notes.

2. **Paraphrase**, but be sure you are not just rearranging or replacing a few words.

Instead, read over what you want to paraphrase carefully; cover up the text with your hand, or close the text so you can't see any of it (and so aren't tempted to use the text as a "guide"). Write out the idea in your own words without peeking.

3. **Check your paraphrase** against the original text to be sure you have not accidentally used the same phrases or words, and that the information is accurate, **[and then at the end of the paraphrased section, cite your source]**.

Remember:

## Falsification/Plagiarism

*All Senior Project students promise in their letters of intent NOT to falsify or plagiarize any part of their project:*

- A student who plagiarized the paper must choose an entirely new topic and write a new paper.
- If a student is found forging or cheating in any way on the project itself, the student will be issued an automatic "F" and the student WILL NOT GRADUATE.

## Works Cited

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Clinton, Bill. Interview by Andrew C. Revkin. "Clinton on Climate Change." *New York Times*. New York Times, May 2007. Web. 25 May 2009.

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Milken, Michael, Gary Becker, Myron Scholes, and Daniel Kahneman. "On Global Warming and Financial Imbalances." *New Perspectives Quarterly* 23.4 (2006): 63. Print

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