**ACDV 70E Memory**

Don’t forget me!

**Final Project**

The Task: For this final project, you are to prepare a commercial for 1 of the 12 Memory Principles (SAVE CRIB FOTOn) that we’ve discussed in class. Just as with any commercial, your goal is to convince the rest of the class to implement your particular principle in their daily lives as students.

What You Must Include:

1. A greeting: Ex.: *Hey, all you students out there in Study Skills Land!!*
2. Some kind of attention getter (a question works well): Ex. (for Memory Principle #1 Selectivity): *Are you often just totally overwhelmed by all you have to study? Do you feel like you have to remember everything the book says? Well, have I got the solution to all your troubles! etc., etc.*
3. How the principle you’ve chosen will change students’ lives: Ex. (for Memory Principle #12 Ongoing Review): *With ongoing review, you continually look over the ideas and facts presented in class, so you never forget what matters. This method allows you to stay on top of the academic game, to beat the competitive rat race! Study your notes for brief periods before class, after class, and at bedtime. Watch yourself soar to the top of the class! etc., etc.*
4. Some sort of final, catchy punch line: Ex. (for Memory Principle #4 Effort): *So, remember, people, don’t grab a phone or remote! Put in the effort on studying. It’s well worth it!*
5. IMPORTANT: You must have at least ONE prop to enhance your commercial. Some acceptable examples: (1) pictures/photos (must be posterboard-size or the size of a PowerPoint slide), (2) an audio clip (nothing offensive allowed—check with me beforehand if you have a questionable piece of music in mind) (3) an actual object (ex.: a clock to represent Memory Principle #11 Time on Task) (4) an unusual piece of clothing that makes your presentation humorous, such as a funny hat, wig, or shirt with an image on it that connects with your principle. Again, if you have an idea but are unsure whether it would work, talk to me privately well in advance of your presentation.

**Length:** 1-2 minutes total

**How I Will Grade You:** For this project, your grade will be totally based on your oral presentation, meaning there is NO written part to turn in.

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As for the oral presentation, here’s the rubric: 100 pts. total

1. Contains all 5 components (30 pts.)
2. Clearly explains benefits of advertised Memory Principle (40 pts.)
3. Creativity (20 pts.)
4. Stayed within time limits (10 pts.)

Pay special attention in class to each principle we cover as you decide which one you want to advertise. Do your best, and have fun with this project!

*Memory is what tells a man that his wife's birthday was yesterday.* ~Mario Rocco