

Dr. Owen Cantrell
English 1101: Composition
Rock N Roll Composition
Spring 2015
TR 9:30-10:45; TR 11:00-12:15

Making the Band Group Assignment

Purpose

Your purpose for the final group assignment is to work in groups of four to five to “make a band”. This does not mean I expect you to start learning your instruments now. Rather, I want your group to put all of the *rhetorical* work that goes into the creation of a band identity.

Objectives

This assignment will have five primary components:

- **Creation of a band name.** We will look into the rhetorical reasons why bands name themselves what they do. While some bands have significantly less thought that goes into their name (*matchbox 20* comes to mind), I expect you to produce a reason why you named your band what you did. How does your band name fit into your generic identity? Your political or social message?
- **Creation of a band logo.** All bands have a logo, to some extent or another. I do not expect anything that is artistically brilliant, since this is not an art class. However, I do expect each group to relate their band logo to some aspect of their group identity.
- **Creation of a musical playlist and album cover, with song titles.** This will be your first “CD”. I do not expect you to record or produce songs or lyrics. However, I want you to create the album cover for your album, as well as some sample song titles. These should also be carefully rhetorically chosen to reinforce your group identity and mission.
- **A short (1-3 minute) promotional/musical video for your band.** This video should be the type of promotional video that would introduce your band to the world. In fact, each video will be shown during the “Launch Party” that constitutes the presentation of this project to the class.
- **On the day of your presentation, I also want a short (2-3 page) essay explaining the rhetorical choices that you made for each component of the assignment (band name, logo, album cover, playlist, promotional video).** It is very important that this essay be well done, since this is the justification for all of the work that you have done on this project. In order to do well on this project, your group must show that you made your rhetorical choices consciously.

Assignment Requirements

- One page each representing:
 - Band name
 - Band Logo
 - Album Cover with Song Titles
- Short Promotional Video (1-3 minutes)
- 2.5-3 page essay defending rhetorical choices for the above

Sources

- Cite any texts used to support your rhetorical choices in MLA Style

MLA format:

- 1" margins on top, bottom, left and right; left justified
- Name block includes your name, instructor's name, the class (ENGL 1101), and the date
- Header should be ½" from the top right margin and include your last name and page number
- The entire document should be double-spaced and in 12-point font

Assessment

Your project will be evaluated on the quality of the following:

- Quality or thought put into each component of your band identity
- Defense of rhetorical choices in 2-3 page essay

DUE: All parts of the project are due on the date of the final on either Tuesday, May 3rd at 10:20a (9:30 class) or Thursday, May 5th at 10:20a (11:00 class). Please submit your essay, band name, band logo, album cover with song titles, and short promotional video online.

Making the Band Group Project

Band Name _____

1. **Band Name** _____

Comments:

Grade:

2. **Band Logo** _____

Comments:

Grade:

3. **Musical Playlist (with Song Titles)** _____

Comments:

Grade:

4. **Album Covers** _____

Comments:

Grade:

5. **Short Promotional Video** _____

Comments:

Grade:

6. **2-3 Page Essay** _____

Comments:

Grade: