

## To be Fed, or Not to be Fed

Name: \_\_\_\_\_

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

Option: \_\_\_\_\_

### Directions for assignment:

You will be **creating a brochure\*** that will advertise and persuade the people from the novel, *Feed*, to either, **1. get a Feed installed** (if they do not have one), or **2. fight against the Feed** (if they do have one). When creating this brochure you will need to focus on three things. Those three things are, 1. that you are paying **attention to your audience\*\***, 2. that you are using the **facts from the book that support\*\*\*** either option 1 or 2 (whichever option you choose), 3. that you are using **correct grammar and mechanics**, unless it is slang from the book, while being aware of **style**.

*\*The brochure can be folded however you like, there are examples and directions of a few designs on the next page. Get creative!*

*\*\*You can use the brochures I will bring to class as examples of how creative you can be with the brochure, and how you want to lay out your short paragraphs/bullet points/etc. and images.*

*\*\*\*Refer to the notes, graphic organizers, and graphs we have worked on over the whole unit to find your facts from the novel. There should be more than enough to choose from.*

### **1. Paying attention to your audience**

Remember that...

- a. The audience members are the people from the novel. Imagine that you are walking through the mall in the setting of the novel *Feed* and you are passing out the brochure that you will be making. This might help you start.

- b. Use language that your audience will understand. Remember how they call each other “unit” instead of where we would use “dude” or “you guys”. You can include some of their slang to reach your audience.
- c. The people from the Feed generation are used to having a lot of advertising pass in front of their eyes every day, even if they don’t have a Feed. Advertisement is everywhere. You need to remember that you need your brochure to catch your audiences’ eyes. Be creative with images, colors, caricatures, graphs, etc.

## **2. Using facts that support your argument**

Remember that...

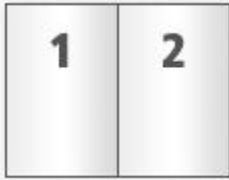
- a. Your arguments need to always have facts to back them up. Please include five pieces of evidence from the book that support whether you want the people to get a Feed to resist the Feed.
- b. Each pieces of evidence in the brochure needs to have the page number where you found the evidence from the novel.
- c. These pieces of evidence should be written in short paragraphs/bullet points trying to get your audience to agree with your argument.

## **3. Using correct grammar, mechanics, and style**

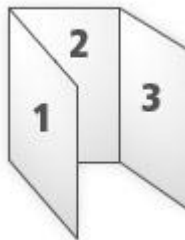
Remember that...

- a. Punctuation is necessary and it can be used as an advertising tool to catch your audiences’ eyes. For example: “USING THE FEED = SKIN FALLING OFF!!!!” Using exclamation marks and equal signs are always fun! Get creative with your punctuation. 😊
- b. Double checking your spelling, even if it is slang from the book, is important.
- c. Using short paragraphs to keep your audience connected so they don’t lose interest, and get right to the point.
- d. Bullet points are found in a lot of brochures to punch-out quick facts. You can always use them to remind the audience what your reasons for or against the Feed.
- e. Have some fun with this assignment! Get creative! Get some ideas from the book! Pretend you are in the Feed future. Ask yourself what someone would want to know about the dangers of having a Feed, if they had one. Or ask yourself why someone might be interested to get a Feed, if they didn’t already.

**Single Fold Brochure**



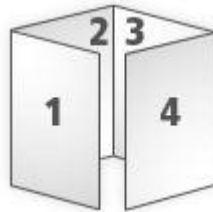
**Tri-Fold Brochure**



**Double Parallel Brochure**



**Double Gate Fold Brochure**



**Accordion Fold Brochure**



	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>In Class:</b>	Introduction to project for the novel <i>Feed</i> and researching through your notes.	Rough draft. We will work on writing the five paragraphs. We will also choose the design of your brochure.	Working in small creative groups. You will use your rough paragraphs and the design and layout how you want the brochure to look. You magazines for pictures, make graphs, color, cut and layout your design.	You will get your comments back from me on your rough draft. Library time where we will have time to type up our final paragraphs after we edit them in class.	We will present our brochures to the class, and discuss.
<b>At Home:</b>	Research and choose the five pieces of evidence you want to use in your brochure.	Finish up the rough draft if you need extra time at home.	Finish your design layout on the practice brochure, but don't paste anything down until you do your final drafts of the paragraphs.	Finish typing up your final, edited paragraphs. Paste your graphs and the paragraphs down on the brochure.	No homework for the weekend.
<b>Due the next day in class:</b>	Due Tuesday: In your writing journal you need to have the five pieces of evidence and the page numbers where to find them in the novel.	Due Wednesday: The rough draft of your five paragraphs with the five pieces of evidence to support the option you chose.	Your design layout with all the extra images ready to paste on.	Your finished brochure	No homework for the weekend.