

Taylor Blackburn

Independent Study & Mentorship

Speice 2A

February 13, 2017

Revising Product Proposal

Weekly Report 2/6 to 2/13

This past week I worked on completing my final product proposal and getting advice from my peers and my mentor. They helped me think about ways to grammatically tweak the proposal and the idea as a whole. Most of my peers said that they liked the idea of presenting an original educational video to parent-teacher associations and middle school students. However, my mentor gave more in-depth advice and wanted me to express my creativity through this product.

By making a catchy tune or an entertaining or humorous short video it would appeal to the attention span of middle schoolers and allow me to present the necessary information to make an impact on their life. During my mentor visit with Mrs. Tribuzi, I watched the Baylor Scott and White handwashing video that was both humorous and conveyed the importance of making sure that the audience continually washes his or hands. Therefore, my video has to capture the attention of my intended audience. I discussed this with my mentor as I want to target my audience towards the middle schools in Frisco, so I could incorporate the location of each middle school. I want to add a shots of a catchy song with the name of the school in the gym in order for students to feel involved and a connection with the video.