

Final Project: Reimagining Representation

Over the course of this class, we have discussed various problematic representations of Asian Americans and Pacific Islanders in Disney productions. From animated feature films to theme park attractions, Disney has capitalized on harmful and demeaning stereotypes of these communities. While things have changed, there is still a long way to go.

For this assignment, you will work individually or in a partnership (group of 2) to be part of the solution, proposing a way for Disney to develop “good” representation of Asian Americans and Pacific Islanders. You will be tasked with revising an existing Disney production or proposing a brand new production that you think would be “good” representation of these communities. (Possible productions might include: a song from a feature film, a character, a theme park attraction, a film or television show concept, a toy, a video game, an advertisement... the possibilities are almost limitless!) As you brainstorm ideas, I encourage you to think creatively and utilize your individual talents.

This project will involve several components. They include:

Project Statement

In Week 14, you will submit a proposal for your project using the Final Project Statement Form posted to Blackboard.

Final Project Report:

Each individual or partnership will write a **6-9 page** report, explaining the significance of your project and proposing your solution to the problem you’ve identified. This report should include the following sections:

- 1. Statement and Significance of the Problem**
 - a. Your group will need to explain the primary problem(s) of representation that your project is engaging with.
 - b. This section must include source material from readings we have discussed in class or from additional research from reliable sources to support your claims. You must incorporate a minimum of 5 different sources in this section.
- 2. Description of Proposed Revision or Production**
 - a. What would this revision or production look like if it existed in real life?
- 3. Justification for Proposed Revision or Production**
 - a. How does this project offer “good” representation of Asian Americans and Pacific Islanders? How is your group defining “good” representation?
 - b. How does this project fit into Disney’s larger corporate goals? Why do you think Disney would be willing to accept your proposal?
 - c. This section must include source material from readings we have discussed in class or from additional research from reliable sources to support your claims. You must incorporate a minimum of 3 different sources in this section.

Visual Object/Prototype & Abstract:

1. Each individual or partnership must create a **visual object or prototype of your proposed revision or production**.
 - a. This will look different for each group depending on what kind of production you choose to focus on. Examples might include: Song lyrics or music recording, character sketches, concept art, sample script, a storyboard, or a short film, but this is not an exhaustive list. (Please note that one type of object is not “better” than another. I will be looking for a thoughtful, creative piece that demonstrates a significant effort to propose a solution to the problem your project addresses.)

- b. Your object/prototype can be digital or analog, but you will need to find a way to upload the final project digitally to Blackboard (e.g. taking a photograph of an analog object or uploading a digital file to Blackboard).
- 2. Each individual or partnership must also write a **200-300 word abstract** describing the visual object/prototype and explaining how it addresses the problem your project is trying to solve.
 - a. You may include language used in your report to develop this abstract, but remember that it should be an effective summary of the project.
 - b. This abstract will be submitted with the visual object/prototype on Blackboard.

Ultimately, each group’s visual object or prototype should visually represent the proposed revision or production in a way that allows others to imagine what it would look like in real life. These objects will be showcased at the end of Finals Week on our Blackboard course site, so you can all see each other’s work. And, if you provide consent to share your work with the public, these objects will be shared with the AAARCC to showcase at the center and with the Asian American Studies Program to be showcased on the program website.

Project Timeline:

T 4/7	Last day to choose your partnership. If you do not tell me who is in your partnership by 11:59pm EDT this day, you will be completing the project individually.
Th 4/9	Work day for Final Project Statement
T 4/14	Project Statement due @ 11:59pm. Complete the Final Project Statement form and submit to Blackboard. Only 1 submission per project (individual or partnership).
Th 4/16	Final Project Work Day
T 4/28	Final Project Work Day Optional peer review available. Details forthcoming
Th 4/30	Final Project Work Day
W 5/6	Final Project due @ 11:59pm. Submit Final Project Report and Visual Object/Prototype & Abstract to Blackboard. Only 1 submission per project (individual or partnership).

Assessment: You will be graded using the rubric categories below. Grades will be posted as a percentage (out of 100 points) to Blackboard. This project will be worth **30% of your overall grade in the course.**

Final Project Rubric:

Grading Criteria	EXCEPTIONAL A, A-	GOOD B+, B, B-	AVERAGE C+, C, C-	POOR D+, D, D-	Does not meet requirements F
------------------	----------------------	-------------------	----------------------	-------------------	---------------------------------

<p>Final Project Report</p> <p>How well does the report explain the primary problem(s) of representation that the project is engaging with?</p> <p>How well does the report describe the proposed revision or production?</p> <p>How well does the report define “good” representation and justify how the project fits this definition?</p> <p>To what extent does the report provide a persuasive argument that the project would meet Disney’s corporate goals?</p> <p>To what extent does the essay demonstrate a complete understanding of major course concepts?</p> <p>How well is research incorporated into the report?</p> <p>To what extent does the report cite all sources accurately according to an approved manual of style?</p> <p>To what extent does the report meet minimum length requirements?</p>					
---	--	--	--	--	--

<p>How free of errors is the report?</p>					
<p>Visual Object/Prototype & Abstract</p> <p>How well does the visual object/prototype represent the project's proposed revision or production?</p> <p>To what extent is the visual object/prototype a thoughtful and creative product?</p> <p>To what extent does the visual object/prototype demonstrate significant effort to produce a polished product?</p> <p>How well does the abstract describe the visual object/prototype and the problem the project attempts to solve?</p>					
<p>Comments:</p>					