Creative Project, Final Option, also 100 pts

If you’d like to demonstrate what you have learned in Psych 1 but don’t want to take a (mostly) multiple-choice final exam, then this project may be for you!

Keep in mind you are NOT guaranteed a good grade just by doing this option, Demonstrations of creativity and initiative are usually intrinsically rewarding for those who participate in them

This is an individual project – if you work as a team or group (of other Psych 1 students, that is~). I expect the quality to demonstrate the collective hours of the size of the team! In this case, each person must turn in his or her own individual write-up, reflecting completely independent writing!

Creative Project Requirements
You may choose 1 of the following 5 options as guidelines for your own creative final project. You will receive written feedback on your project by July 3, 2010 via email so include your current email!

1. A 5-7 page academic research paper or research proposal on a topic from psychology with 5 references (1=your textbook, 2= a periodical, 3,4, & 5 are from then psychology, medical, education or anthropology journals that can be found in the Cabrillo College library).

This paper must not just summarize the 5 sources, but integrate them and synthesize them is such a way as to give the take-home message and any problems, inconsistencies, or issues detected for future study. If a research proposal, follow the guidelines

2. Mad Men or Mad Women Ad Campaign in 2 parts:

As the CEO of an advertising & marketing mega-empire in the year past-present or future, you need to strategize and organize an effective campaign for any product you like!

2.1: In a 2-page write up describe the psychological concepts you will have employed in 1. the ad and ad campaign itself 2. in selecting and 3. in motivating your team! For example, did you use the concepts of learning and conditioning in your choice of music? How? What demographic is your ad expected to appeal to? And very importantly, who are the people you will hire, what jobs will they do, and how will you go about selecting these folks? For example, what talents and abilities does the team need to have to implement your campaign (will you give them personality tests, which ones? Why? How will you motivate them? (be specific, what can you say from the psychology of motivation chapter etc).
2.2: Include, of course, the AD itself! ☺ With the goals and product you have described in writing, it should be attractive, creative, and persuasive with the goals of the product you have described in writing.

3. Create a Children’s Book! (Just a Rough Start!) in 2 parts:

You don’t need to draw your own pictures, although you certainly can! You must have a main character who demonstrates some concept we have studied that children may demonstrate! Or who develops in some important way (cognitively, morally) that you have learned in psychology.

3.1 Draft the basic story, frame-by-frame, with some form of picture/clip-art/illustration.

3.2 Include a 2-page write-up explaining what the story demonstrates from psychology in 2-3 concepts and your discussion of these concepts must be clear! For example, does a 5 year old show intrinsic motivation to read or to help around the house? How might her parents and/or brothers and sisters respond in different ways to the child and how does this play out in the story?

4. Psychology social observation, song lyrics, or youtube character etc video or son

4.1 Create a video (posted online or brought to me on a disc etc as an mp4 etc and be sure it works! ) of social observation replication /live performance-by-you. For example, you and two friends could do a replication of Milgram’s “I made you look study!” filming from far away in a public place. Have a confederate friend do the recording. In no way should you be rude or in any way infringe personal rights of another, simply have record your friends and any passerby from a respectable distance. Be sure to include an analysis of your project, how long it took, how many times you did it, etc? Did you get the same results, roughly, in percentages? Or, do you play guitar? Are you a stand up comic? Create a video of your work with a song about some psychology topic with lyrics or jokes you wrote yourself. In all cases these lyrics should be is reasonably good taste. If in doubt, don’t! ☺

4.2. A 2-3 page write-up of about what your video and the specific psychology concepts/research it demonstrates.

5. Psychology & Visual Art

5.1 Create a painting, sculpture, book of photographs etc that clearly depicts some concept from psychology. For example, a mandala painting and an explanation of Jungian concepts and how they relate to personality development.
5.2 In 2-3 pages describe your process or content and the 1-3 specific psychological theories or concepts you employed in either making the art or that the art depicts.

Since this is the least obvious way to be clear to me that you have done this specifically for the class, and put in a decently large number of hours, you must tell me this in your write-up and your connections to psychology in your write-up must be detailed and clear and not overly vague. If in doubt, include a ½ page description to me by Saturday May 29th. I would love to keep this, but if that is not possible, make arrangements to pick it up from me at Cabrillo in Aptos sometime during the month of June.

Enjoy!