

Name \_\_\_\_\_ Period \_\_\_\_\_

## Magazine Project: 200 points

Due: \_\_\_\_\_

Late = 60%

**Directions:** Create a magazine of 16 (or 20) pages on a topic of your choice. Pay close attention to the requirements, examples and directions in this packet.

### Required items:

- Front Cover
- Back Cover (1 of your 4 full-page ads)
- Table of Contents
- Letters to the Editor (5)
- Persuasive Essay
- Expository Essay
- Biography Essay
- Advertisements (4 full-page ads: 3 inside + 1 on back cover)

### Final Draft Requirements:

- Make it look like a magazine:
  - Large title for essays
  - Images with captions for essays (use only non-copyrighted images!)
  - Fill the pages with text and images. No empty white spaces (except for a white border around each page)
  - Number the pages to match table of contents (it's OK to number by hand after you print the pages)
- Final drafts must be typed:
  - Use a **plain** font for essays, no larger than font size 11-12.
  - Spacing is up to you for best fit on page
  - Carefully proofread and correct – no careless errors
- How will you be graded?** See (and USE) the rubric on the last page.

Magazines are due in class on the due date. **Students who are absent on the due date must have their magazine delivered to the front office by 8:15 on the due date.** If a student is not at school for part of the day, but arrives late to turn in a magazine, the assumption will be that they stayed home to finish, so their magazine will be late. Late magazines will earn no more than 60%.

**Make your back-up plan now in case you wake up sick on the due date!**

**Plagiarism of any kind will result in a failing grade** for this project. Students who plagiarize (copy and paste writing or images from another source and claim it as their own) will receive a referral to the office and an F on the magazine.

# REQUIRED MAGAZINE PIECES

## EXPOSITORY ESSAY (see pages 4-5)

The expository essay is meant to **inform** with specific reasons/evidence to support the thesis.

- Include at least **3 pictures** to illustrate the essay + a **caption** for each picture
- Leave a plain white border around each page of the essay.

## ARGUMENT (PERSUASIVE) ESSAY (see pages 6-7)

A persuasive essay **argues an opinion** to convince your reader to agree with you. Some readers will disagree, so you need to anticipate disagreements in your **counter-argument**.

- Include at least **3 pictures** that relate to your essay, **with captions**
- Leave a plain white border around each page of the essay.

## BIOGRAPHY ESSAY (see pages 8-9)

The biography essay is about a **real person** who would be of interest to your readers. Use the note-taking page in this packet to organize your research for this essay. Include:

- Events from the person's life that have led to his/her success
- How the person has contributed to his/her profession (or to the world in general)
- 1-2 life skills that the person has demonstrated and how those life skills helped him/her (or the absence of life skills and the effects)
- At least **3 pictures** of the person OR pictures that represent the work/impact of the person (could be a "representative" picture) with **captions**
- Leave a plain white border around each page of the essay.

## LETTERS TO THE EDITOR (see pages 11-12)

Create letters that readers might have written about essays that appeared in PAST issues of your magazine. (NOTE: this is NOT an advice column. Know the difference.)

- Include one **picture** for each letter
- Include at least **one response** from the editor to one letter
- Minimum: **5 letters**, one paragraph each

## ADVERTISEMENTS (plan your ads: page 13; format directions: page 3)

What kinds of **products** would your target audience want to **buy**? Write and create the layout for four ads (3 ads inside the magazine and 1 ad on the back cover). Your ads must be original:

- Create the **brand name** and **slogan** for a product
- Fill the page with **one picture** (copyright-free image or your own photograph or drawing)
- Write a persuasive **paragraph** enticing the reader to buy your product (font size: 14-18)
- Each ad should **fill** an entire page, with a plain white border around it.
- Format of each ad should be **different** - four different companies are creating the ads.

## TABLE OF CONTENTS (see page 14)

Add pictures and colorful titles to entice the reader. Include:

- Titles of essays + page numbers (it's OK to add page numbers by hand after printing)
- Brief (one sentence) blurb of each essay under each title
- Pictures that relate to the essays
- Fill one page
- Do this page LAST, but place it near the front of your magazine.

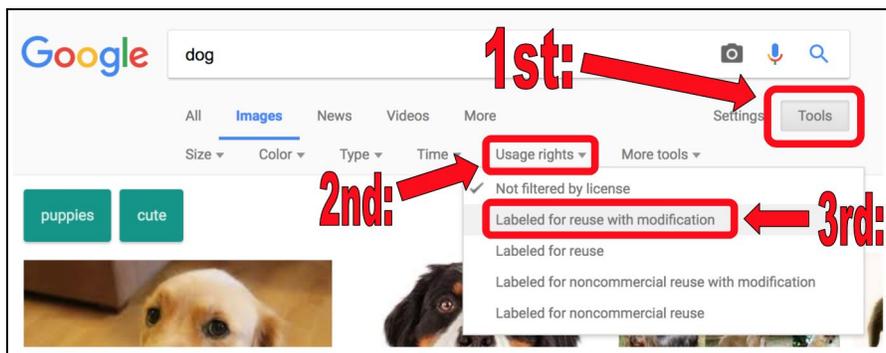
## FRONT COVER (see below for format directions)

- Your name and period number + issue #, price, date, barcode
- An original title and ONE large picture that goes with your topic
- Blurbs of some essays – entice your reader
- Optional: some small images on top of the larger one
- Fill the entire front cover (except for white border)

## BACK COVER

- One of your four ads should fill your back cover, with a plain white border around the ad.

**NOTE:** Pictures in your magazine MUST be “labeled for reuse.” Follow these steps: First, **do an image search**, then click **Tools > Usage rights > Labeled for reuse w/modification**:



## How to format text and images with Google:

- Every magazine essay needs **pictures** to go with it, and every picture needs a **caption**. See page 10 for how to write effective captions. To insert an image with a caption:
  - In your essay doc, click **Insert > Drawing**.
  - Click the **image icon > click Search** to find the image you want to use.
  - Add a **text box** below the image and type your **caption** into the text box.
  - Make the font of the caption **different** from your essay font (italics, bold or color).
  - Click **“Save and Close”** when you’re finished. Under the image, click **Wrap text**.
  - If the caption is difficult to read when it’s in your essay, click on the image, click **edit**, revise it in the Drawing and **save** again.
- Magazine pictures are large! Go ahead and **fill about ¼ of a page** with a picture and caption. Your essays should be 2-3 pages long because of images and captions.
- For your **ads** and front **cover**:
  - In **Drive > New > Drawing: File > Page setup > Standard 4:3 > Custom**.
  - Change the numbers to **7.5 x 10** and click **OK**.
  - fill the **Drawing** with one vertical (portrait) image (crop if necessary so it fits)
  - insert textboxes to put your **text on top of the image**:
    - your original brand name, original slogan, and your persuasive paragraph
- For all pages -- pay attention to how everything **looks on the page**:
  - experiment with text colors, styles, sizes
  - experiment with placement of images, text, etc.
  - proofread all text carefully

## Chocolate: Not Just for Dessert!

After dinner every night, Fred takes the lid off his secret chocolate lock box and pulls out his nightly dessert treat. It might be a double fudge brownie, a dark chocolate bar, or a homemade chocolate chip cookie. But one Saturday morning he is surprised by a craving for chocolate for breakfast! He shakes his head, thinking *No! Chocolate for breakfast doesn't make sense!* What Fred doesn't know is that chocolate, more than our favorite dessert ingredient, is in fact a fine accompaniment to meats, poultry, breads and breakfast treats. Although most of us view chocolate as only for dessert, it can be a tantalizing ingredient in our main dishes.

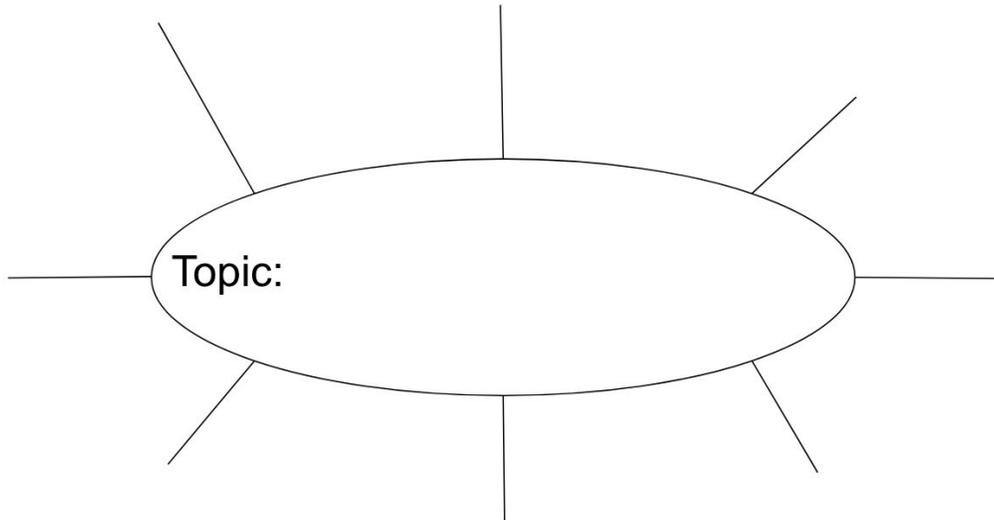
Perhaps the most surprising place chocolate can make a gourmet appearance is in meat and poultry dishes. No, we aren't talking about squeezing chocolate syrup on your hotdogs, like you did in college. A traditional way to bring chocolate to your dinner entrée is with mole, the Mexican chocolate sauce, which has as many variations as there are candy bars. Most common is a mole sauce of fried chilies, nuts, seeds, vegetables, spices and chocolate. Spoon your mole over poultry and stir it into stews. A great place to start is with our recipe for "Pork Tenderloin in Chipotle Mole."

How about adding a touch of chocolate to your noon day meal? As a spice in chilies and stews, chocolate softens and deepens the warmth of the spicier ingredients, like chili powder and Tabasco. Try our "Lean Mean Chocolate Chili" if you're looking for a simple way to introduce chocolate to your lunch table. Paired with sourdough bread and a green salad, your lunch will be both healthy and sweet.

Most chocolate fans enjoy chocolate in bread and muffin recipes, but view these treats as desserts, not main dish items. Now you can incorporate chocolate into hearty breakfast dishes meant to be eaten on a plate, not grabbed on your way to the car in the morning. Our favorite is "Chocolate Pancakes," which may look like dessert, but since they are made with soymilk and accompanied by fresh strawberries, they are a genuinely healthy way to start your day. The cocoa, strawberries and sprinkling of powdered sugar make them sweet enough that you don't even need syrup. Another way to enjoy chocolate in the morning is with our "Chocolate Zucchini Tea Cake." Along with the health benefits of dark chocolate, this quick bread tingles your taste buds and improves your health with a batter of yogurt, zucchini and walnuts.

Don't limit your chocolate intake to dessert; be bold and try adding chocolate to your breakfast, lunch or dinner table. Fred has stocked up his chocolate box and now wakes up with chocolate pancakes, takes a break mid-day with cocoa in his chili, and says goodnight after a mole-seasoned dinner. Join Fred and discover how chocolate can make every meal brighter!

Brainstorm ideas for your expository essay here:



What do you want to say about that topic? Write your thesis below:  
(Thesis structure: Although + qualification + stance)

Thesis: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will you support your thesis? List possible support points below:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Reduced Guilt Chocolate

At the end of a stressful day, Kim treats herself to a great book and a box of chocolate. As the chocolate melts in her mouth, the stresses of the day fade away. However, those who pick the cacao beans for that chocolate have a very different experience. Instead of being a source of comfort and pleasure, for them, chocolate is the reason they are forced to work as slaves in the hot sun. Kim doesn't realize that most of the chocolate she buys supports these horrible work conditions for young boys. Although chocolate that doesn't use slave labor is more expensive, it is our responsibility to be aware of where our money goes and to make ethical choices when we shop.

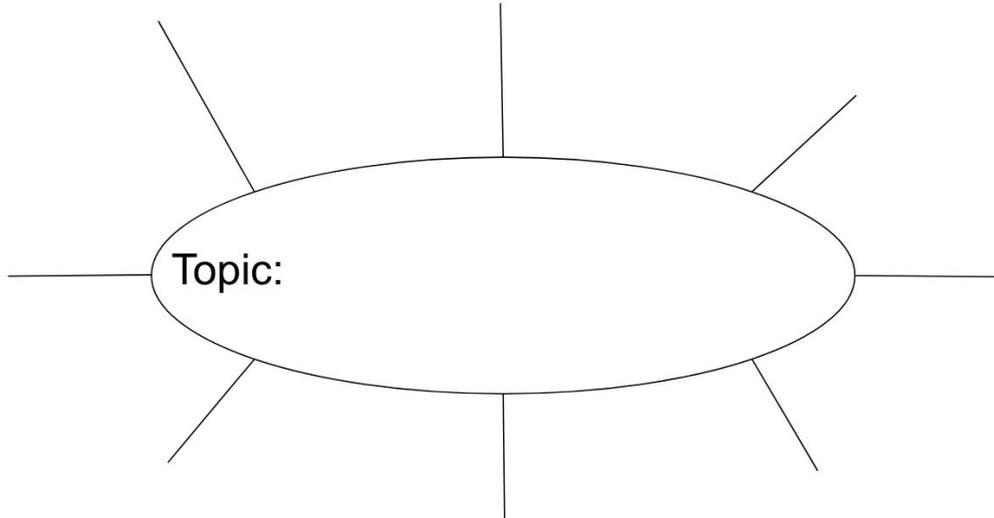
Lovers of chocolate need to understand that most chocolate comes from beans harvested by enslaved children. Much of the world's chocolate is grown in the Ivory Coast, where around 15,000 boys work as slaves. The young lads pick and haul cacao beans, which are then sold to large chocolate manufacturers. Other areas of the world that grow cacao beans don't use slave labor. However, the Ivory Coast produces the highest volume of beans, and their beans sell for the lowest price. Therefore, most chocolate is affected by the problem. Enslavement is illegal in the Ivory Coast, but the laws are rarely enforced. So plantation owners force 12-14 year old boys to work for long hours with no pay, little rest or food, and horrid living conditions, and as a result, many of these young boys die. This practice must be stopped. Anyone who buys chocolate that came from these areas is contributing to the problem.

Chocolate lovers need not despair, however. They can buy fair-trade certified chocolate to ensure that their chocolate wasn't produced under inhumane conditions. A fair-trade certified logo shows that the people who grew the chocolate were paid a fair living wage, i.e. no slave labor. Though the label "organic" does not usually say anything about the working conditions, the Ivory Coast does not grow organic chocolate. None of the areas that grow organic chocolate use slave labor. So labels of "fair-trade certified" and "organic" ensure that the chocolate was not grown under slave labor conditions.

You may think that organic and fair-trade chocolates are too expensive. Yes, it is true that chocolate produced without slave labor does cost more than other chocolate. However, fair-trade and organic both use high-quality chocolate. Plus, mass-produced chocolate has cocoa butter and other oils added to it. Therefore, you get more and better chocolate when you pay for organic and fair-trade.

When purchasing chocolate indulgences, buy chocolate that does not contribute to the forced labor of thousands of children. The next time Kim goes shopping for her chocolate treats, she chooses Theo brand, which is fair-trade certified and organic. Not only does this mean that she is not contributing to child slave labor on cacao farms, but it also means that Kim can enjoy her cocoa treats without feeling guilty. She takes a bite of a Theo mint chocolate bar, happy that not only is her chocolate delicious and organic, but innocent boys were not forced into slave labor to produce it.

Brainstorm ideas for your persuasive/argument essay here:



What do you want to say about that topic? Write your thesis below:  
(Thesis structure: Although + qualification + stance)

Thesis: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will you support your thesis? List possible support points below:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Some readers will disagree with your thesis. How will you **counter** their concern?

You may think, \_\_\_\_\_

Yes, it's true, \_\_\_\_\_

However, \_\_\_\_\_

Therefore, \_\_\_\_\_

## As Good as Gold: From Gold Miner to Chocolate Pioneer

When young Domenico Ghirardelli heard about the rush for gold in California, he set up shop in Stockton to sell supplies and candy to the miners. Although his shop was in a tent, it was considered one of the finest in the area, and his success there allowed him to open a second store in San Francisco. When Ghirardelli left his home country of Italy in 1849, did he know he would eventually run one of America's most successful and beloved chocolate companies? Domenico Ghirardelli's life demonstrates how one can make a positive contribution to the world simply by applying their natural interests and talents to their work.

Born in Italy, Domenico Ghirardelli was introduced to the world of chocolate early on, as an apprentice candy maker. After learning to make candy at home in Italy, Ghirardelli moved to Peru, where he worked for a chocolate company and started making his own chocolates. When one of his friends from Peru moved to Northern California to search for gold, the friend took 600 pounds of Ghirardelli's chocolates with him. Those 600 pounds sold almost immediately, so his friend wrote to Ghirardelli asking him to move to California. Ghirardelli *did* move to California, but *not* to make chocolate; he came to join his friend in the search for gold. Once he'd lost all his money mining for gold, he opened a general store, where he sold his special chocolate. From those humble beginnings, the Ghirardelli chocolate business has grown to what we know today.

Ghirardelli chocolate is still known for being high quality and delicious. Once Ghirardelli began selling his chocolates in Northern California, the quality of his work was quickly recognized, and business grew steadily. Ghirardelli also contributed to the worldwide chocolate industry by creating a new technique for processing chocolate called the broma technique (still used by most chocolate makers today). His pioneering spirit brought Domenico to San Francisco, but it was his quality chocolate and contributions to the industry that made Ghirardelli a California staple.

While his chocolate was immediately a hit, life was not always easy for Domenico Ghirardelli. When his initial hopes of striking it rich through gold prospecting didn't pan out, he exercised flexibility and returned to making chocolate. Even once his chocolate business began to succeed, Ghirardelli still experienced setbacks requiring him to show perseverance. In 1851, due to unrelated fires in both San Francisco and Stockton, every one of Ghirardelli's factories burned down. Rather than being discouraged by these losses, Ghirardelli persevered and within a year reopened in a new location. Even after fifteen years of success with his chocolate, Ghirardelli was still working to improve his craft, and applied the life skills of problem-solving to design a new technique for making chocolate powder, a process previously thought impossible.

Domenico Ghirardelli's life is an example to all of how someone can succeed by sharing their talents with the rest of the world. Thirty-five years after Ghirardelli came to America, three of his sons joined him as partners in his successful chocolate company. Confident that his sons and thirty employees would keep his company strong and growing, Ghirardelli retired and planned a trip back to his hometown in Italy to share his story of Italian sweets and American opportunity. Now we can continue to enjoy the chocolates of his labor as we share our own gifts with the world.

## Biography Essay Research Notes

**Who** are you researching for your biography essay? \_\_\_\_\_

**Why** did you choose this person? Why would your readers want to know more about him/her?

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find a few **interesting** events from his/her **early life** that led to his/her success:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

find how this person has **impacted** his/her profession, the world or your life (why is he/she famous? What has he/she done?):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What can we learn from this person? Which life skills have OR have not been used? (Be specific – what **evidence** shows that he/she did OR did not use those life skill?)

lifeskill: \_\_\_\_\_ → evidence from the person's life that this lifeskill was OR was not used: \_\_\_\_\_

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lifeskill: \_\_\_\_\_ → evidence from the person's life that this lifeskill was OR was not used: \_\_\_\_\_

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List below the **resources** you used for your research (websites, books, etc.):

## Images + captions:

Directions: When writing a caption for a picture, think about **what the reader needs to know**. **Why** is that picture there? **A caption should NOT tell what's in the picture**; that's too obvious. Instead, think about: how does the picture **relate** to the essay? **Your captions need to make a specific connection between the picture and the essay.**

1. This image is from an essay about banning skateboards from downtown. →  
What if the image was in an essay about the health benefits of skateboarding?  
Write a caption for that picture in that essay:

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*Skateboarders are damaging sidewalks and scaring shoppers.*

2. This image is from an essay about the risks of high-heel shoes: →  
What if the image was in an essay about spring fashions? Write a caption for that picture in that essay:

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*High heel shoes can be painful and can cause long-term back and foot problems.*

3. This image is from an essay about local movie locations: →  
What if the image was in an essay about activities for teenagers in Petaluma?  
Write a caption for that picture in that essay:

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*Because of its old-fashioned charm, many movies have been filmed in Petaluma.*

4. This image is from an essay on farmer's markets: →  
What if the image was in an essay about packing healthy lunches for school?  
Write a caption for that picture in that essay:

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*Shopping at a farmer's market allows you to buy produce that is fresh and local.*

## Examples of Letters to the Editor

**Directions:** Identify the letters below: are they a compliment, complaint, or request? Notice that the **title** of each essay and **date of magazine issue** is included in each letter, plus the **first name** and **city/state** of the letter writer. Use the same **format** for your magazine letters.

Dear Editor:

I was disappointed when I read Whitney's interview ("Wild Whitney", October, 2010). It seemed like she was putting down thin girls to make "curvier" girls feel better, as if there is something wrong with being thin, or that skinny girls must be anorexic. Bodies come in different shapes and sizes, and I believe they are all beautiful and should be accepted as they are.

--Ashley  
Lorain, Ohio

Editor:

I just finished reading "Oh, Baby!" (July, 2010) and felt compelled to write. What a great article! I am a vegetarian mom to a 20-month-old son, whom I am also raising vegetarian. I get so many negative comments. He is an active, happy toddler, and his doctor says he is perfectly healthy. Of course, I attribute it all to his healthful lifestyle.

I know that one day he might want to try meat, but I want him to know what it is and where it comes from and let him make a choice. Thank you for telling everyone else what I already know!

--Sandy  
New York, New York

Dear Editor:

I have a question about the article "The Promise" in your December issue. In the article it says that a father takes his little girl hunting with him and harvests a monster 5x6 bull elk. It was basically just a five-point, but it had a 1-inch sixth point on one side. The question I had was with the scoring of the bull. I was wondering how you get a fourth circumference measurement on the side with only five points. I'm just curious because I shot a bull last year that had only five typical points on one side with a 10-inch abnormal point in between the third and fourth points. I would love to see an article from you that explains scoring.

--Bret  
Buckley, Washington

Editor:

Thanks for your article on how yoga can help us stay in shape when we are recovering from surgery ("Post-Op Yoga," August, 2010). But I'm wondering about yoga for elderly people. Is it safe? Would it be beneficial for someone over 60 years old to start a yoga practice? I would love to see an article devoted to maintaining one's health in the golden years!

--Beverly  
San Rafael, California

→ → **Of the letters above, which one(s) should the editor write a response to?**

## Letters to the Editor

(Note: Readers write letters to magazines when they have a **response to an essay** in the **previous** issue of the magazine. Letters are **not** written in response to ads. Also, the Letters to the Editor page is **not** an advice column.)

**Directions:** Create at least **five letters** to the editor of your magazine:

- one compliment + one complaint about **one** essay
- one compliment + one complaint about **another** essay
- one **request** (something a reader would like to see in the magazine and why)

Remember that your letters must be in response to the **previous** issue of your magazine (which doesn't exist). You will need to make up names of essays that were in that (pretend) issue.

1. One essay **topic** from your **last** issue: \_\_\_\_\_

**Title** of that essay: \_\_\_\_\_

Reader who has a **complaint** about that essay:

First name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

The **complaint**: \_\_\_\_\_

Reader who has a **compliment** about that essay:

First name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

The **compliment**: \_\_\_\_\_

2. Another essay **topic** from your **last** issue: \_\_\_\_\_

**Title** of that essay: \_\_\_\_\_

Reader who has a **complaint** about that essay:

First name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

The **complaint**: \_\_\_\_\_

Reader who has a **compliment** about that essay:

First name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

The **compliment**: \_\_\_\_\_

3. Reader who has a **request** (something they want to see in the magazine):

First name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

The **request**: \_\_\_\_\_

## Magazine Ads

Directions: create **4 full-page ads** for your magazine. Each ad must include:

- The **brand** name of your product (*that you make up*)
- A **slogan** (*that you make up*)
- A large **picture** (*NOT a picture of the product and NOT from a real ad*)
- A **paragraph** describing the product (*that you write yourself*)

Your products, slogans & brand names must be **original** (*you make them up yourself*).

Advertisers carefully design ads for their target audience that will help people remember their brand name and product and convince them to buy it. Slogans are just one part of a good ad.

**SLOGAN** = \_\_\_\_\_ that will help people remember a product. Examples:



**Brainstorm ideas for your four ads below:**

Product (ex: shoe)	Brand name (ex: Nike)	Slogan (ex: Just do it.)	Picture (NOT a picture of the product itself!)	Persuasive words for your paragraph
candy	Zingers	Zap your taste buds with Zingers!	Kids on roller coaster, laughing, park in background.	zing      zap thrill    taste ride     tingle smile    sweet

# On the Menu

S. W. A. K. *chocolate*



2

*Letters: our readers speak back to us about the chocolate issues near and dear to their hearts.*

Chocolate: Not Just for Dessert

4

*A challenge from our editor: incorporate chocolate into your daily meals... our favorite dessert ingredient can spice up breakfast, lunch and dinner, too!*



Chocolate Can Hurt More Than Just Your Figure

8

*Do you know where your chocolate comes from? Is your love of chocolate contributing to child labor abuse? This exposé will help you make better choices in your chocolate purchases.*

As Good as Gold: From Gold Miner to Chocolate Pioneer

*Read the story of San Francisco's favorite candy man, Domenico Ghirardelli.*



11



# MAGAZINE RUBRIC

Name \_\_\_\_\_ Period \_\_\_\_\_

	A/B	B/C	C/D	F
<b>Required Items</b>	All 10 required items are included	7-9 items are included	5-7 items are included	4 or fewer items are included
<b>Organization of essays</b> <i>(#1 priority!)</i>	Intro-body-conclusion format is strong	Some weaknesses, but basic intro-body-conclusion format is followed	Missing (or very weak) intro or conclusion; and/or missing support point paragraphs	No organization; intro-body-conclusion format missing
<b>Development of essays</b> <i>(#1 priority!)</i>	Paragraphs are well-developed with effective examples and strong explanations	Paragraphs have examples, but may not be effective or explained well	Paragraphs have weak examples and/or no/poor explanation	Paragraphs missing examples and/or very poor explanation
<b>Proofreading/editing</b> <i>(#1 priority!)</i>	Few or no errors	Some errors, but don't interfere with reader's understanding	Many errors - may interfere with reader's understanding	Many errors make it very difficult to understand
<b>Ads</b>	All ads include original brand names, pictures, slogans and well-written, persuasive paragraphs	Ads include some but not all requirements; or paragraph is poorly written	Ads lacking most requirements	Ads missing or very incomplete
<b>Layout and Design</b>	Very neat, pages filled, many well-chosen pictures + captions, appropriate headlines, looks like a magazine	Most of magazine is neat, includes pictures, looks realistic (some items missing or messy or poor picture choices)	Some pages not filled or lacking pictures, headlines, etc.; or messy work, little effort to make it look like a magazine	Many pages not filled or sloppy; many without pictures, headlines, etc.

**FINAL GRADE:** \_\_\_\_\_