IMAGE MAKEOVER

Choose a famous personality who you feel is in need of an “image” change. This person could be from the world of politics, music, sports, acting etc.

Discuss this person with me to see if he/she is suitable for this project. No two people can have the same person.

Create a document that shows a BEFORE picture(s) and a write-up of their BEFORE behaviour, image etc.

Explain why they are in need of an IMAGE MAKEOVER for marketing purposes.

Then on the same document, create (with your photo editing skills) and show their AFTER picture(s) with a write-up of what their new image will be and what you would have them do to counter their previous image (actions, activities etc).

Ensure that the image change is realistic and justify why the NEW IMAGE MAKEOVER works.

This is an individual project.

This project will be due via email (rsangha@sd38.bc.ca) Friday February 25th by the end of class.

Elements and marks:

\*document organization (0-1)

\*before picture (0-1)

\*before image write-up (1-2)

\*justification of why image makeover is necessary (1-2)

\*after edited picture (1-2-3)

\*after image write-up (1-2-3)

\*justification of why image makeover will work (1-2)

\*overall quality of project (1-2)

/16 marks (project)