For this assignment you will develop, present, and justify a concept for a new children’s media property inspired by the knowledge you’ve gained in this course. The concept can be for a new television program or series, a podcast series, a video game, or an app. The assignment has two components;

All papers should include a discussion of these components:

-Clear explanation of the concept and purpose

-Knowledgeable integration of at least three course terms and/or theories

-Target audience demographics and psychographics (no more than a four year range)

-Why kids will love it.

--Overview of the competitive environment; other items that are similar to your concept and how your idea is still unique

-The financial model for the concept.

-Concerning elements: is there anything in your concept that could be a concern to a parent? An educator? A regulator or government official? How will your concept deal with these concerns?

**ELEMENTS TO INCLUDE IN BOTH PRESENTATION AND PAPER:**

Your presentation and paper are basically conveying the elements of a SHOW BIBLE as we discussed in class (Remember and refer to The Cat in the Hat show bible). Determine which of the elements below should be explained so that your idea is super clear to your audience. You do not need to discuss ALL of these components.

1. **Character details**- tell us about the number of and type of characters, distinguishing characteristics, gender, race, ethnicity, age, grade, disability, etc and how kids of that age act
2. **Educational details**- if your concept is educational, how does it connect to curriculum goals for your target audience? For example, if you’re creating an app with math games for children ages 4-7, then your idea should be teaching the specific math curriculum that children 4-7 learn and build on those elements in some way, and include a statement from some math organization supporting that these are the math goals for children 4-7.

What will be the main lesson and the secondary lesson?

Will you integrate the ARCS model? How?

1. **Entertainment details**- why will kids be interested in this concept? what is unique or attracting about your concept? Is it Interactive? How? Will parents want to co-play? Why? Is there something about the design? What?

1. **Business/**r**evenue model**- how will this concept make money? Who will pay for it? Will there be direct funds (people pay for it when they use it) or will something else fund it (such as merchandise)? Who will provide the money to produce/create it?

1. **Concerns**—will parents love it? Hate it? Will regulators have any problems with it? Is it guided by any specific regulations? Is it violent? Could kids cyber-bully with it? Privacy issues?

1. **Competition**—Has anyone else had an idea like this? What is your idea most similar to? Did you do (at minimum) a Google search of your topic idea? If you find that someone else has already created this, you must come up with a different idea or substantially improve upon the other person’s concept.

1. **Proof of concept**- how do you know that the thing you think will happen with kids and your idea, will actually happen? Are you following a “best practice” for this kind of entertainment? Education? How do you know this will make kids laugh, cry, engage, sing, learn…whatever?

The idea must connect with course concepts on a deep level. How can you show that your knowledge of media and children, as learned in this course, influenced your concept?

Integrate at least 2 theories or terms from the course into your paper. This could include terms from the following list, or others that have been referenced through the semester.

(Note that Social Learning Theory is NOT on the list.)

Social Development Theory

Cognitive Development Theory

Script Theory or Schema Theory

Uses & Gratifications Theory- ritualistic, instrumental

Moral Development Theory

Cultivation Theory

ARCS model

COPPA or CIPACARU and Verifiable parental consent

Edu-tainment

Adver-gaming

Stereotypes and Representation

Intersectionality

Globalization/Media imperialism

Cultural competency

Gender constancy

Drip vs. Drench Theory

Excitation Transfer Theory

Cognitive Neoassociation Theory

Mean World Syndrome