Assignment: Recently, the Rock ‘n’ Roll Hall of Fame decided to sponsor an exhibition that highlights the history and changes in music in the 1960s. Along with guest speakers, films, and other events, the organizers also decided to ask high school students around the world to create projects and presentations of their own to contribute to the exhibition.

Your task: to research one of the following music genres of the 1960s and create a visual presentation, which provides information about the influence and importance of this music genre to rock history. Posters will be displayed at the Rock ‘n’ Roll Hall of Fame (otherwise known as the hallway by the Humanities Lab) for everyone to see.

Specific Instructions:

1. **VISUAL COMPONENT:** You are to create either an informational poster or multi-media presentation (Keynote/Powerpoint, etc.) on one of the rock trends of the 1960s that incorporates fact-sharing, creative writing, and visual imagery. Your visual presentations must include the following:
   a. Creative expression of that rock genre. This should/can be done in at least two different manners. Some suggestions: first person narratives, poem/song, illustrations, collage, or other visual images.
   b. SPECIFIC and FACTUAL information. Your presentation should include facts, detailed descriptions of experiences, key artists, and other relevant information on the rock genre.
   c. Posters/presentations can incorporate visual images created from your own hand, graphic images you create on the computer, images taken from photographs and magazines, or most ideally, a combination of the three.

2. You must put together a musical play list to accompany your presentation. Playlists should include at least 8-10 songs which represent the music of that rock genre. You do NOT have to purchase music. You could include a video which you find on YouTube, a link to an audio file, or a cd of music you borrowed from a friend or parent.

3. **WRITTEN COMPONENT:** Your visual presentation must include the equivalent of TWO TYPED PAGES TOTAL. It can involve either the creative or factual (or both) elements of the assignment. For example, it could be a first-person account of a performer (then or now), or it can be a “fact-sheet” that details important information about the vision or experiences of artists/listeners. In total, there must be the equivalent of 2+ pages of typed information incorporated in your presentation.

   In order to create your presentation you will need to . . .

   1. **Research information about your topic.** More specifically find out about the musical genre and **take notes** key artists or songs, the history of the genre. Notes should highlight how the music was shaped by the decade, as well as how the genre itself shaped the culture and history of the 1960s.

   2. **Select images** that offer a visual about your topic. This might include but is not limited to the major musicians of this genre, concert photos, historical documents (choose 6-10 different pictures that offer a visual representation). Save these to your desktop, print them out, or copy and paste them into your Keynote presentation.

   3. **Select the music** for your presentation. You can select up to ten songs to sample throughout your presentation.

   **REMEMBER** that if you find any information on a website that you cut and paste that is considered PLAGARISM. All information must be properly cited in your bibliography.
The Rock Genres of the 1960s.

**Folk-Rock** – It was Bob Dylan, Phil Ochs, Pete Seeger and many others who are credited with bringing political and social awareness in their music. Music reflected the times: Vietnam, the Civil Rights Movement, Cuban Missile Crisis, Cold War.

**Motown** – Motown was a huge industry during the 1960s and its music represented a specific sound and image. Created by Barry Gordy, Motown Records was the most successful black-owned music organization in history.

**Psychedelic Rock: Love, Peace and Drugs** – These musicians and songs represent the growing and changing nature of the attitude of the times: peace, love, and happiness. This movement was rooted in a communal society and drugs, especially hallucinogens, as a means of freeing consciousness.

**Anti-War Protest Songs** – These songs reflect the growing anti-war sentiments specific to Vietnam. This genre is not specific to the rock-folk music of the times; rather it carried itself across all the musical genres of the 60s.

**Woodstock Nation** – Woodstock can be discussed and a culmination and high mark of the 1960s positive vibes, reflecting cooperation and caring for one’s neighbor.

**Altamont** – If Woodstock symbolized the positive elements of the 1960s, then the concert at Altamont showed the destructive elements of the 1960s. Following five months after Woodstock, this concert took place in Livermore, California and cast a dark shadow on the rock music world.

**Soul** – Soul was closely allied with the political and social climate of the times, specifically the Civil Rights Movement. Soul music contained a mixture of sadness and joy. Famous soul singers include Ray Charles and James Brown, and Sam Cooke.

**The British Invasion** – What began with the Beatles and Beatlemania, Americans wanted to know everything about England and other bands to cross the Atlantic including The Who, The Kinks, Rolling Stones, and many others.

**Surf Culture & Music** – The Beach Boys were the main American group to dominate the air waves and rival the Beatles. This music genre featured pop sounding lyrics that revolved around California and Surf craze of the 1960s.

**Guitar Gods** – The guitar had long been the preeminent instrument of rock, the “Guitar Gods” of the sixties were original and influential artists who redefined guitar rock”: Hendrix, Clapton, Jimmy Page, are a few.

**The Death of Great Rock Legends** - By the end of 1969, Janis Joplin, Brian Jones of the Rolling Stones, and Jimi Hendrix had all died of drug overdoses. Jim Morrison of the Doors died in 1971. These rockers symbolize the high-life and lows of the 1960s.

**Important Moments in the 1960s that shaped all these rock genres** – So much was going on politically and socially in the 1960s that we need to have a digital history telling of the major events that influenced this rock explosion and decade that has been known as the era of Classic Rock. From JFK’s assassination to Vietnam, the Cold War, The Civil Rights Movement, The Women’s Rights Movement and many other events that changed the world.

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Some Suggestions, Reminders, Tips:

- Remember to always focus on your musical genre. Everything that is on your poster should relate to your genre.
- More is not necessarily “more”. Clutter won’t get you a better grade. Be selective in what you include. Don’t ask the viewer to concentrate on too many items. Choose your items carefully.
- This is not a death-sentence assignment for those who are artistically challenged. First, focus on your strengths and work from there. Secondly, in the age of computers, magazines, and scissors, you aren’t doomed to drawing original pieces of art (although you should feel free to give it a shot!)
- Neatness counts! Presentation is doubly important in an assignment such as this – what will the guests of the Hall of Fame think when they see poorly cut and pasted pictures, lopsided lettering, and hastily drawn images? Neatness is equally important as creativity.
- “Think outside the box.” You aren’t limited to images that are obviously related to the theme. You can use abstract ideas, creative images and scenarios, and other concepts that come from those brilliant minds of yours. Just make sure you keep it related.

Rubric for Posters

25 Points are based on the CONTENT included in the poster

- Did your poster/presentation select an identifiable and relevant theme dealing with the treatment and experiences of workers?
- Did your poster/presentation include relevant materials on the time period and musical genre?
- Did your poster/presentation and playlist follow project guidelines (number and variety of songs, typed text, poster size, etc.)?
- Did your poster/presentation include the writing component? Did it include specific and detailed information from a variety of historical sources? Did it enhance the poster’s ability to express its assigned genre?
- Did your poster/presentation include the visual component? Was it visually expressive? Did it relate to specific information/ideas from the genre? Did it enhance the poster’s ability to express its specific genre?
- Did your poster/presentation present multiple examples relevant to the topic? Were the examples well-chosen? Were the examples persuasive?

25 Points are based on the STYLE of the poster (creativity and presentation)

- Did your poster/presentation make an honest effort towards genuine creativity?
- Was your poster/presentation well-planned? (Did it avoid careless artistic and planning errors? Did it avoid sloppy organization?)
- Was it neat and thoughtfully developed? (Did it avoid lopsided and messy wording, were the collage images hastily cut and pasted, etc.)
- Did your poster/presentation include multiple visual images?
- Was it visually understandable? Was there too much? Too little? Or just right…?
- Is there obvious effort by the owner to create an exciting, appealing, and attractive information poster? Is there that sparkle that is created when the artist clearly attempts to create a powerful presentation?
Background: The 1960s saw a flowering of popular music styles. Unlike the 1950s, in which the birth of rock and roll dominated the decade, jazz, pop, and folk music all gathered devoted listeners in the 1960s. Rock and roll continued to grow as a musical form, with a clear split between "hard," rebellious rock and lighter, "soft" rock—which sounded a lot like pop music.

Folk music was reborn in the 1960s thanks to several young performers who wanted to rescue the musical form from what they saw as its sad decline. Bob Dylan, Joan Baez, and the group Peter, Paul, and Mary adopted folk styles—simple musical arrangements played on acoustic instruments—but filled them with political commentary on contemporary issues. Their songs addressed the problems of the civil rights movement and the Vietnam War and helped them gain huge audiences. As the decade wore on, folk merged into folk-rock as performers increasingly used electrified instruments and more sophisticated songwriting. Dylan and the group Simon & Garfunkel led the way in folk rock.

Rock and roll music in the 1960s was dominated by one group: the Beatles. Launched in Liverpool, England, this four-man group first appeared in the United States in 1964 on *The Ed Sullivan Show*. The popularity of the Beatles remained strong throughout the decade. Other British groups followed the Beatles, creating what became known as the British Invasion. The Rolling Stones, the Animals, and the Who all soon had hits in the United States. In a strange twist, an American TV production company known as Screen Gems decided to copy the success of the Beatles by inventing a band of its own modeled on the boys from Liverpool. The Monkees consisted of four handsome actors, three of whom did not even know how to play their instruments. This did not keep them from having several number-one singles—with the music played by others.

Rock music soon split into several streams. Some bands produced lighter music with pleasing lyrics to sell to pop radio stations. Other bands pursued rock music as a form of protest or a form of artistic exploration. This more mature rock music used sophisticated recording techniques and exotic instruments. Two former soft rock bands led the way: the Beach Boys with *Pet Sounds* (1966) and the Beatles with *Sgt. Pepper's Lonely Hearts Club Band* (1967). Other bands—notably those from San Francisco, California—pushed rock to have an even harder edge. The Grateful Dead, Jefferson Airplane, and Janis Joplin (1943–1970) helped create a form known as psychedelic rock. Jimi Hendrix and others experimented with sounds known as acid rock. In addition, two music festivals revealed the highs and lows of the rock and roll subculture: Woodstock (1969) and Altamont (1969).

Some of the most popular music of the decade originated from Motown Records in Detroit, Michigan. Merging gospel, jazz, rhythm and blues (R&B), and rock and roll, Motown founder Berry Gordy Jr. and his team of songwriters created the bands that had some of the biggest hits of the decade. Diana Ross and the Supremes, Smokey Robinson and the Miracles, the Temptations, the Four Tops, Marvin Gaye, and Stevie Wonder all got their start at Motown.