street address of sender
city, state + zipcode of sender
May 2, 2011

Your name would be typed here because the letter is addressed to you
President/ C.E.O.
Creative Concepts and Costuming, Inc.
1000 Wilshire Blvd.
Beverly Hills, CA   90210

Dear Student:

Your company has been invited to pitch its ideas for James Cameron's planned adaptation of *Romeo and Juliet*, which is to be set in 2011 in suburban southeastern Pennsylvania. Specifically, Mr. Cameron wants to hire your company, Creative Concepts and Costuming, as a consultant for the Capulet party scene (1.5), which he is planning to stage as a costume party. To see if your ideas are a good fit for his production, Mr. Cameron wants to know your *best* idea for the costume that *one* of the characters will wear to the Capulet costume party. You may chose any *named character* who actually attends the party in the text.

Type a business letter to Mr. Cameron that showcases your creativity by devising the perfect costume for your chosen character. The costume should function as a logical, but inventive,   symbol of the personality of the character or of his or her role in the play. Be sure to "sell" your idea by providing at least two persuasive reasons (a/k/a MSP's in support of) why the costume really fits the character. Cameron's pernicious production manager used to be a ninth-grade English teacher, so she has also slipped in the requirement that your reasoning must be linked to the text of the play with **cited specific examples and support**. If you are overcome with inspiration, you may develop three distinct reasons, but don't go beyond three. (Mr. Cameron is a busy man.) A vivid description of the costume might also help if there are specific or unusual features in your design that further highlight your insight into the character.

The business letter should follow the format and instructions on page 95 of the *SHHS Handbook*. The opening paragraph should state the purpose of your letter in a professional, but not robotic way. The last paragraph should provide a smooth closing. The middle paragraphs (at least two – no more than four) should each begin with a topic sentence and should develop a central point of the proposal, such as one way in which the costume connects with the character. Be sure to present your ideas fully and in the most logical order. Needless to say, good style and thorough editing are essential in this high-stakes proposal. Remember—Cameron's pernicious production manager will be casting a critical eye at your proposal!

This assignment is worth 50 points and will be evaluated using the rubric on the reverse side. Your polished letter is due on May 13; your preliminary outline showing character, costume idea, and reasons (MSP's) is due on May 10.

Sincerely,

V. K. Scott

Preceptor to the Stars

Business Letter Rubric

Focus and organization --- 0- 15 points

- ❑ *Letter establishes clear focus in introductory paragraph*
- ❑ *Each body paragraph employs a comprehensive topic sentence that sums up the point of the paragraph*
- ❑ *No irrelevant material*
- ❑ *Evidences a logical order of ideas*
- ❑ *Ends with a smooth conclusion*
- ❑ *Uses transition words and phrases to link ideas smoothly*

Content: 0- 20 points

- ❑ *Contains 2-3 relevant reasons for the costume*
- ❑ ***Sells idea** with clear, explicit, well developed, and logical points*
- ❑ *Uses CITED accurate text examples to illustrate + support points*
- ❑ *Evidences good knowledge of the text/ accuracy*
- ❑ *Explains arguments and support in a developed way that anyone could understand*
- ❑ ***Shows inventiveness balanced with relevance***
- ❑ *Contains a few well chosen, very short text quotes to support the arguments*

Style and editing and format: 0- 15 points

- ❑ *Applies the rules we have covered*
- ❑ *Shows careful proofreading for missing words, awkward phrases, and faulty parallelism*
- ❑ *Conforms to business letter format*
- ❑ *Demonstrates mature, concise, and precise word choice*
- ❑ *No overt claims of greatness. Let your ideas speak for themselves; self-proclaimed wonderfulness is never the way to win over your reader.*

STAPLE THIS SHEET TO YOUR FINAL DRAFT OF THE LETTER.