

## Frosty the Snowman to Shed His Image



Out with the old and in the new! Poor Frosty the Snowman has a corncob pipe, a button nose, and two eyes made out of coal – not exactly an “in” kind of look. Dancing around in a silk hat is not something you’re likely to see on MTV anytime soon. In fact, he was heard asking, “What’s MTV?”

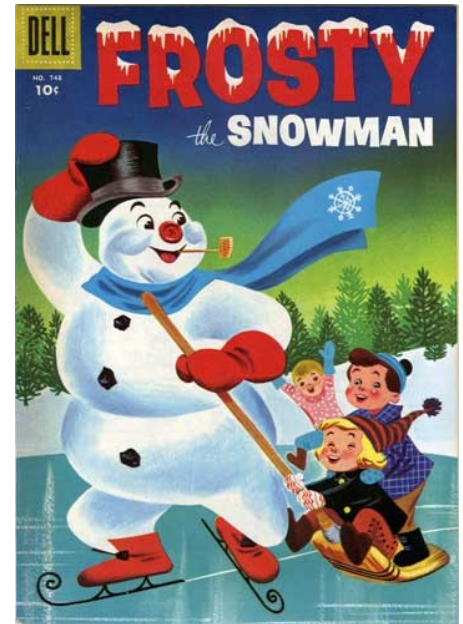
Frosty recently announced that he is shedding his old image to ring in the New Year with style. However, he admitted, “The transition won’t be easy; I don’t even know what’s currently fashionable. I need your help!”

Clearly Frosty needs your assistance. As bright, young, and hip students, you are going to bid to be his image consultants. Prepare a proposal that will create a new and improved Frosty. Win him over with your ideas for a new look, attitude, and activities. Maybe you’ll create a Snowboarding Frosty, Kardashian Frosty, Supermodel Frosty, or Extreme

Frosty Frosty. I’m sure you’ll come up with a truly unique image that will blow your competition away.

Your proposal should include:

1. A poster or drawing (include labels and captions), showing your new Frosty wardrobe and accessories.
2. A written description of the new Frosty (with appearance, attitude, and activities). The four paragraphs should be at least 5 sentences each. Include research and facts, if possible.
3. An updated song. You may update the lyrics to the old song to fit the new Frosty using the same tune, write new lyrics for another existing song, or write a whole new song – lyrics and music.
4. Presentation. Think outside of the box if you want to win. Your presentation may be no more than five minutes in length.



You will collaborate with another consultant and work as a creative team on your proposal. Frosty must be school appropriate in appearance and actions.

Remember, you are just one of the many consultants competing for the job. You will be presenting your design proposal (drawing, description, and song) to the client, Frosty, and his public relations firm (the class and me). See how convincing you can be.

## Frosty the Snowman

Frosty the Snowman  
Was a jolly happy soul  
With a corncob pipe and a button nose  
And two eyes made out of coal

Frosty the Snowman  
Is a fairytale they say  
He was made of snow  
But the children know  
How he came to life one day

There must have been some magic  
In that old silk hat they found  
For when they placed it on his head  
He began to dance around

Frosty the Snowman  
Was alive as he could be  
And the children say  
He could laugh and play  
Just the same as you and me

Frosty the Snowman  
Knew the sun was hot that day  
So he said let's run  
And we'll have some fun  
Now before I melt away

Down to the village  
With a broomstick in his hand  
Running here and there all around the square  
Saying catch me if you can

He led them down the streets of town  
Right to the traffic cop  
And he only paused a moment when  
He heard him holler stop

Frosty the Snowman  
Had to hurry on his way  
But he waved goodbye  
Saying don't you cry  
I'll be back again some day

Thumpety thump thump  
Thumpety thump thump  
Look at Frosty go  
Thumpety thump thump  
Thumpety thump thump  
Over the hills of snow

## Frosty the Snowman

### Paragraph #1: Introduction

1. Introduce your new snowman *in a creative way*.
2. Tell us a little bit about how he has changed from the original Frosty.
3. Explain how this new image will help him.

### Paragraph #2: Appearance

1. Describe his new look
  - a. Physical description
  - b. Clothing
  - c. Accessories
  - d. Other???

### Paragraph #3: Attitude

2. Describe his personality
  - a. How has his personality changed?
  - b. How does he act with others?
  - c. What is his public status? (celebrity? private?)

### Paragraph #4: Activities

3. Describe what he likes to do for fun
  - a. What are his new hobbies
  - b. Who are his friends?
  - c. What does he do in his spare time?

Please Sketch your new Frosty wardrobe and accessories ideas on this template. Remember to have captions/labels on your final poster.

