|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Public Education Campaign** | | | | |
|  |  |  |  |  |
| Teacher Name: |  |  |  |  |
|  |  |  |  |  |
| Students’ Names:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |  |  |
|  |  |  |  |  |
| CATEGORY | 7-8 - Excellent | 5-6 Good | 4 Need Improvement | 3 Poor |
| Brainstorming - Solutions | Students identify more than 4 reasonable, insightful possible solutions/strategies to encourage change. | Students identify at least 4 reasonable, insightful possible solutions/strategies to encourage change. | Students identify at least 3 reasonable, insightful possible solutions/strategies to encourage change. | Students identify fewer than 3 reasonable, insightful possible solutions/strategies to encourage change. |
| Campaign/Product | Students create an original, accurate and interesting product that adequately addresses the issue. | Students create an accurate product that adequately addresses the issue. | Students create an accurate product but it does not adequately address the issue. | The product is not accurate. |
| Research/Statistical Data | Students include 4 or more high-quality examples or pieces of data to support their campaign. | Students include at least 3 high-quality examples or pieces of data to support their campaign. | Students include at least 2 high-quality examples or pieces of data to support their campaign. | Students include fewer than 2 high-quality examples or pieces of data to support their campaign. |
| Brainstorming - Problems | Students identify more than 4 reasonable, insightful barriers/problems that need to change. | Students identify at least 4 reasonable, insightful barriers/problems that need to change. | Students identify at least 3 reasonable, insightful barriers/problems that need to change. | Students identify fewer than 3 reasonable, insightful barriers/problems that need to change. |
| Required Elements | The project includes all required elements as well as additional information. | All required elements are included on the project. | All but 1 of the required elements are included on the project. | Several required elements were missing. |
| Attractiveness | The project is exceptionally attractive in terms of design, layout, and neatness. | The project is attractive in terms of design, layout and neatness. | The project is acceptably attractive though it may be a bit messy. | The project is distractingly messy or very poorly designed. It is not attractive. |
| Mechanics | Capitalization and punctuation are correct throughout the prezi. | There is 1 error in capitalization or punctuation. | There are 2 errors in capitalization or punctuation. | There are more than 2 errors in capitalization or punctuation. |
| Exposure | Campaign has been interacted with by more than 400 individuals | Campaign has been interacted with by 350-399 individuals | Campaign has been interacted with by more than 300-349 individuals | Campaign has been interacted with by fewer than 299 individuals |