

Personal and Social Responsibility Project – New Media 11

Students of NEW MEDIA 11

For your target audience, the future generation, develop a video campaign that promotes your passion project. Introduce your topic clearly and use compelling arguments to ignite your audience to stand with you and your cause. Remember to include important facts that will help your audience understand the importance of your passion. Your video campaign should be informative and research-based while still being persuasive. Include your research at the end of your project. This list should be in MLA format.

Your video campaign should consist of these elements:

- **Visual** – Your video should contain images that not only engage your target audience but compel them to think and become engaged with your topic.
- **Information** – Informative and research-based facts should be included as a layer of the video. This information should include statistics, graphs and/or written.
- **Voice** – Listen to commercials, advertisements and movie trailers and create a similar sounding campaign of your own. Do your best to record your voice in a quiet place so that your finished product sounds very professional.

ASSESSMENT (24/24):

Learning Target(s): Exemplary (6/6): Final project demonstrates a creative, critical, and reflective understanding of the chosen topic. This understanding results from thorough research and close analysis of texts and author's intent as well as a clear personal connection to the topic. Research is formatted accurately according to MLA formatting. Final product demonstrates a rich understanding of persuasive writing strategies to create meaningful and personal connections to self, text, and the world, exploring idea within, between, and beyond texts.

Ideas/Content: Exemplary (6/6): Exemplary comprehension of project expectations. Final product represents all elements of the task. Exemplary development and presentation of ideas. Content is clear, concise and true. Ideas are communicated clearly and respectfully, acknowledging the sensitivity of the topic, in order to communicate understanding. Accomplishes the purpose with originality, individuality, maturity, and sophistication.

Reflection and Insight: Exemplary (6/6): Complex connections and original ideas are included in a thoughtful response that includes specific examples of the student's learning process and growth, which has been the result of informed, fact-based, data-driven research. Student demonstrates a strong, convincing point of view with in depth thought and creative solutions.

Conventions/Sentence Fluency: Exemplary (6/6): Sentence structure and vocabulary are varied, skillfully written (or spoken), and carefully chosen. Composition shows maturity in vocabulary, structure, and organization. Reflection on the quality of writing is evident, resulting in few or no errors.