

# Personal and Social Responsibility Project - New Media 11

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Students of NEW MEDIA 11

For your target audience, develop a video campaign that promotes your project. Introduce your topic clearly and using 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.

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 rich understanding. This understanding results from thorough research and close analysis of texts. Ideas are communicated clearly and respectfully, acknowledging the sensitivity of the given topic, in order to build a shared understanding.

**Ideas and Content:** Exemplary (6/6): Students will demonstrate a strong, convincing point of view. Students will show in depth thought and creative solution with clear arguments including explanations supporting each argument.

**Organization and Conventions:** Exemplary (6/6): Students will provide a clear introduction and logical sequence and conclusion. The piece has clearly been edited for spelling, grammar, punctuation and sentence fluency.

**Research and Connecting Support:** Exemplary (6/6): Students show excellent use of research to support chosen topic using MLA Referencing style. Complex connections and original ideas are included that demonstrate student's learning process and growth.