Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Driving Distractions Project Directions/Rubric

Directions: In groups of 2-4 students, you are responsible for creating a public service announcement (commercial) that illustrates the dangers of driving distracted. Your commercial should be between 30-60 seconds in length. Any projects with morbid images or content, which is not appropriate for school will not be graded! At the end of the commercial, your group must include a still image that includes a slogan, statistic, or catch phrase.

Rubric:

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| --- | --- | --- | --- | --- |
| Category | Distinguished14 | Proficient12 | Basic8 | Below Basic4 |
| Purpose | The purpose of the commercial is clear and highly effective. | The purpose of the commercial is clear and effective. | The purpose of the commercial is present and somewhat clear. | There is no purpose. |
| Support for Position | Includes 3 or more pieces of evidence (facts, stats, examples, real-life experiences) that are highly effective at persuading the audience to the commercial’s point of view. | Includes 3 or more pieces of evidence (facts, stats, examples, real-life experiences) that persuade the audience to the commercial’s point of view. | Include 2 pieces of evidence (facts, stats, examples, real-life experiences) that persuade the audience to the commercial’s point of view. | Includes 1 or fewer pieces of evidence (facts, stats, examples, real life experiences) that attempts to persuade the audience to the commercial’s point of view. |
| Creativity | Commercial demonstrates a high level of creativity. It is exciting and interesting.  | Commercial demonstrates a moderate level of creativity. It is interesting. | Commercial demonstrates some level of creativity. It could have been interesting. | Commercial demonstrates no creativity. |
| Preparedness | Students are completely prepared and have obviously rehearsed. Final project is polished. | Students seem prepared but might have needed a couple more rehearsals. End product is good, but could be better. | Students are somewhat prepared, but it is clear that rehearsal was lacking. End product struggles to share a clear message. | Students do not seem at all prepared to present. The end product is poor. |
| Within Time Frame (30-60 Seconds) | The commercial is presented within the time frame. |  |  | The commercial is outside of time frame. |