

# Awareness Campaign Project Rubric

Student Name:

<i>Category</i>	<i>Scoring Criteria</i>	<i>Total</i>	<i>Score</i>	<i>Teacher Comments</i>
<b>Issue</b>	The issue selected as the focus for the awareness campaign is an important one and one the campaigner feels a particular concern for. Sufficient justification for and explanation of this is provided in the project.	3		
<b>Articulation of issue</b>	What the issue is, how it affects individuals society, or another entity (for example, the environment) and the goal for the awareness campaign are accurately and clearly articulated.	3		
<b>Audience</b>	The audience that is the primary target of the awareness campaign is clearly named and has or will have power to affect change related to the selected issue.	3		
<b>Analysis of the audience</b>	The views and values of members of the target audience have been considered and the analysis is reasonable and sufficiently explained.	3		
<b>Response to audience views and values</b>	The proposal considers how the views and values of members of the audience may affect their awareness of the issue and/or campaign messages.	3		
<b>Tailoring the issue to the audience</b>	There is a plan for how the presentation of the issue and/ or campaign will be tailored in some way to address the views and values of the audience.	3		

## Awareness Campaign Project Rubric cont.

<i>Category</i>	<i>Scoring Criteria</i>	<i>Total</i>	<i>Score</i>	<i>Teacher Comments</i>
<b>Tailoring of the campaign to other audience details</b>	Evidence is provided to suggest that the campaign responds to other details about the audience in its media or message.	3		
<b>Major campaign messages</b>	Messages are included, relevant and clearly stated.	3		
<b>Campaign plan</b>	The plan for the campaign is described in sufficient detail so that others can understand how it would unfold.	3		
<b>Media selection</b>	Evidence of thoughtful media selection is presented. Appropriate justifications are made.	3		
<b>Score</b>	<b>Total Points</b>	<b>30</b>		