

Awareness Campaign Project Rubric

Student Name:

<i>Category</i>	<i>Scoring Criteria</i>	<i>Total</i>	<i>Score</i>	<i>Teacher Comments</i>
Issue	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		
Articulation of issue	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		
Audience	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		
Analysis of the audience	The views and values of members of the target audience have been considered and the analysis is reasonable and sufficiently explained.	3		
Response to audience views and values	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		
Tailoring the issue to the audience	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.

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