

Multimodal Assignment – Public Service Announcement

Now it's time to create your own!

Your Assignment: Compose your own public service announcement in class using Windows Movie Maker. Remember – you must first determine what evidence from your research will best support your cause or help people understand your position. You can use the graphic organizer to do this.

Your Approach: Your approach is your choice 😊 You can use images, sound, words, video clips, etc. to compose your PSA, whatever you think helps support your cause!

Length: Your finished project should be between 1 – 2 minutes long, points will be taken off for anything over or under. Please review the attached rubric for more details.

Appearance: Your project should look polished and professional. Images should be clear, sound sharp and video effects/transitions should appear smooth. Again, refer to the rubric for further details about expectations.

Works Cited Slide: You MUST include this at the end of your presentation! It is VERY important that you keep track of any images, audio/video clips, etc. as you find them so you can easily include them on your slide. If you have any questions about this, please ask Mrs. Campbell or Mrs. Adams.

Purpose: You will also be grade on the content of your project. Remember – you are trying to convince us (your audience) to support your cause! A clear message and purpose of you intent is required in order to successfully complete this assignment.

Written Component: You must also thoughtfully reflect and write about the processes and methods you chose to create your PSA. For example, why did you choose specific images, words, video clips etc.? Your response to the questions provided on the worksheet will also determine your grade.