



Lesson Title: Public Service Announcement

Assessment:

Students will be evaluated through informal checks for understanding, self and peer assessments and creating an authentic assessment evaluated by a rubric, based on a 4-point scale.

Quality Criteria:

Level of Understanding Demonstrated	4 Advanced	3 Proficient	2 Basic	1 Below Basic
<p>Process:</p> <p>Based on the content of their PSA, student demonstrates understanding from all previous unit lessons, the importance in educating, participating in and carrying out civic duties pertinent to the integrity of our community and how this ultimately leads to citizens participating in government.</p>	<p>Strongly demonstrates a clear vision of final project. Properly organized to complete project. Student creates an original, accurate and interesting product that adequately addresses the issue, using multiple sources, managing time wisely and communicating efforts with teacher.</p>	<p>Demonstrates a clear vision of final project. Somewhat organized to complete project. Student creates an original, somewhat accurate product that addresses the issue, using multiple sources, managing time appropriately and communicating efforts with teacher.</p>	<p>Demonstrates a somewhat clear vision of final project. Some organization to project. Student creates an interesting product that addresses the issue, using at least one source, managing time somewhat consistently, not fully communicating efforts with teacher.</p>	<p>Completes final project. Some organization apparent. Student creates a product based on the idea of another. The issue is somewhat clear, little time management apparent, little to no communication with teacher.</p>



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<p>Product: (Project)</p> <p>Based on the final PSA, student has followed the given criteria.</p>	<p>Theme clearly identified and process is evident. Mechanics of speaking and writing are clear and present. Organization and structure of project demonstrates excellent creativity, critical thinking and knowledge.</p>	<p>Theme identified and process is evident. Mechanics of speaking and writing are somewhat clear and present. Organization and structure of project shows creativity, critical thinking and knowledge.</p>	<p>Theme identified and process is somewhat evident. Mechanics of speaking and writing are not fully clear and present. Organization and structure of project shows little creativity, critical thinking and knowledge.</p>	<p>Theme not clearly identified and process is not evident. Mechanics of speaking and writing are not clear and present. Organization and structure of project lacks creativity and shows little understanding.</p>
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	GRASPS
Goal	Your goal is to create and put into action a new idea for civic participation and/or education, geared toward youth, to teach your peers and the community about “civic virtue”, using chosen media for a PSA, such as a video, marquee display, billboard or another form of original art work.
Role	You are one of many curriculum developers hired by the state board of education to create and share your ideas to teach civic participation and education to youth and community members throughout the state.
Audience	After presenting to your classmates, your audience, at a public PSA festival, will then be a group of community members, local school board members and state board of education members.
Situation	It is 10 years from now and the community you live in has been vandalized and looks disheveled due to lack of civic participation and education. The state board of education is looking for curriculum ideas to implement into state curriculum. You are one of the developers creating ideas to teach youth and community “civic virtue”.
Purpose	For students to create, implement and share ideas for youth and community participation and education in order to gain a deeper understanding of carrying out personal civic duties to maintain the integrity of our community and government.
Standards for Success	<p>Your PSA must clearly show an understanding of what civic duty is and how it can lead to a “civically virtuous” society, through research based on the standards and the use of critical thinking throughout the PSA development.</p> <p>Presentation of ideas must make accurate and thoughtful connections between civic duty and communities in which the participation of its citizens will help create community pride.</p>