

Lights, Camera, Media Literacy!

Culminating Project Guide

Assigned Media Message: _____

Team members: 1) _____
2) _____
3) _____
4) _____

Task: *Imagine you are working for a major media corporation.
Your team's task is to get the assigned media message to the public.*

From the box below, choose which forms of media to use in your media campaign.

Note: You must choose as many as your number of team members.

Live or Taped Storytelling	Short Live-Action Film
Book	Short Animated Film
Print, Radio, or Television Advertisement	Audio Essay
Newspaper Front Page	Television Interview

Each team member must take leadership for one of the media forms chosen.

After selecting and assigning leadership...

List these assignments next to each member's name at the top of this page.

All members of the group are responsible for approving all aspects of the team's media campaign before its presentation.

Your campaign will be evaluated by:

- 1) Clarity of your main message
- 2) Convincing support for your main message
- 3) Effective Use of the Chosen Media Forms
- 4) Attractiveness
- 5) Evidence of Team Collaboration