

Name:

Date:

Period:

**Lights, Camera, Media Literacy!**  
**Culminating Project Rubric**

- 4 All requirements satisfied.
- 3 All, but one of the requirements satisfied.
- 2 All, but two of the requirements satisfied.
- 1 All, but three of the requirements satisfied.

Requirements: (Check those included.)

- The number of media forms chosen for the media campaign equals the number of members in the group.
- Each group member has provided leadership for one of the forms of media created.
- Each form of media created has clearly expressed the message of the media campaign.
- Each form of media created has included convincing support for the main message of the media campaign.
- Each form of media created is an attractive product.
- Each form of media created is effective for its specific purpose.
- Each form of media created is the result of effective team collaboration.
- Each member of the group approved all aspects of the media campaign prior to the presentation.
- All members of the team have a part in the presentation of the media campaign.

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RUBRIC SCORE: \_\_\_\_\_