Anti-Tobacco Ad Campaign

# Directions

Create an advertisement or other media message that highlights the harmful effects of tobacco and electronic smoking devices. Your media message can be an original idea or a parody.

# Requirements

## Be sure to review the rubric on the next page as well.

* One or more short-term effects
* One or more long-term effects
* One or more persuasive statements/ideas
* An illustration or photo of each long-term and short-term effect
* Legible titles and text

# Options for Media Type

* Print ad
* Billboard ad
* Song/jingle
* Brochure
* Comic strip
* Poster
* Banner
* T-shirt design

# How to Create an Effective Media Message

* Establish a clear purpose and communicate it.
* Determine your target audience.
* Show your audience what your message is through vivid writing and visuals.
* Be concise and accurate.

# Rubric

| Category | 3 | 2 | 1 | Score |
| --- | --- | --- | --- | --- |
| Short-term Effects | One or more short-term effects are conveyed accurately and clearly. | Effects are included, but there are limited inaccuracies. | No short-term effects are included, or information is largely inaccurate. |  |
| Long-term Effects | One or more long-term effects are conveyed accurately and clearly. | Effects are included, but there are limited inaccuracies. | No long-term effects are included, or information is largely inaccurate. |  |
| Persuasiveness | Shows a strong understanding of the content. Written in own words. | Shows a limited understanding of the content or uses other people’s work. | Shows little understanding of the content and uses other people’s work. |  |
| Design | Work shows evidence of planning and organization. | Work shows limited evidence of planning and organization. | Work lacks planning and organization. |  |
| Appearance | Work is neat and creative. It is easy to read and understand. | Work shows limited neatness and creativity. Content is understandable. | Work lacks neatness and creativity. It is not easy to read or understand. |  |