

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.	