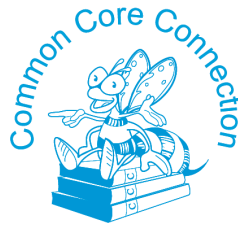


Final Assessment: Freshwater Module



Time Needed: 30 min to present and brainstorm; completion time will vary

- To be used as a final assessment at the completion of the Freshwater module; can also be used as a final assessment for individual mini-units

In this assessment, students will design a public awareness campaign about an idea from the freshwater unit that they find most interesting or important for others to know.

Prep

First, complete the freshwater module or one of the component units of the freshwater module.

You may also want to find some online examples of public awareness campaigns for environmental issues, such as Smokey Bear or Woodsy Owl campaigns.

Procedure

First, choose one or more interesting facts or important issues to highlight based on your learning in the freshwater module. These might be highlighting important freshwater species or explaining the impacts of human development on freshwater or steps you can take to protect important watersheds.

Next, develop a series of posters, social media posts, or commercials to highlight the important points of your message.

- Posters: develop a series of at least three posters highlighting your chosen topic. Consider where these posters will be displayed - a school? a community? a national forest? Who will be the audience at your chosen location? Decide how best to communicate your message to that target audience.

- Social media posts: decide first which social media platform you will use. What are the characteristics of effective posts on that particular platform? What audience are you hoping to reach? Then design a series of at least three posts that combine images and text to convey your chosen information.
- Commercials: where and when will your commercials air? Who will be your target audience, and what kinds of commercials will most appeal to them? Then either film or storyboard at least two commercials about your chosen topic.

Things to Remember

- Who is your target audience?
- What will appeal most to that audience?
- What action do you want your target audience to take?
- What visuals will catch your audience's eyes and attentions? Should you have more or less text?

These may also be used to assess the final products.

Optionally, launch these public awareness campaigns in actuality, at school, at home, or in the community. You may also want to link your campaigns with existing non-profits or other public awareness campaigns.