

Arctic Research PSA Assignment

Public Science Announcement

Pick a topic to from the PolarTREC website to research.

Some Questions to Answer When Working On Your Video:

- While researching and creating your video think about the message you want to convey.
- Who is the intended audience?
- What message do you want to convey to your audience?
- What do you want your audience to take away from watching your video?
- Why is this research project important?
- What is the purpose of the research?
- How does this research impact the people or the environment?
- Why is doing scientific research important to the public?

Required components of the project:

1. Turn in your script for your video. You must get approval on the video content from your teacher before you start filming.

2. Video and Picture Credits

When using videos or pictures, make sure you give credit to the photographer and include where you got the videos and photos from.

3. Create your video.

There are many different platforms you can use. For iphone you can use iMovie.

Public Science Announcement Rubric

Group Members:

1. _____ 2. _____

3. _____ 4. _____

Due Date: _____

Period: _____

Grading Breakdown

Technical Aspects

1. Video is filmed in a way that makes it easy to view and watch.
2. The voices and/or music in your video is clear and easy to hear. Written content in the video is easy to reads and flows at a rate of speed that allows the viewer to read it.

Creativity

The video is interesting and holds the attention of the audience.

Written Work

The script and the story board were turned in on time and checked by the teacher. Any corrections or suggestions made by the teacher were addressed in the video.

Scientific Facts

All of the information in the video is accurate and understandable. The topic is explained and all of the questions in the outline have been addressed.

1. Why is this research project important?
2. What is the purpose of the research?
3. How does this research impact the field of science, people or the environment?
4. Why is doing research important to the public?

Grading Breakdown	10	8	6	4	2
Importance: Explain why the research is being conducted, where is it being conducted and what organization and or scientist is conducting the research.	10	8	6	4	2
Purpose: The message is clear and concise. Explains the research project and is easily understood by the audience.	10	8	6	4	2

Social Benefit: Does the PSA show how the research benefits the field of science, people, or the environment.	10	8	6	4	2
Presentation Filming: The video is clear and takes up the entire scene. The video has been edited to ensure proper viewing.	10	8	6	4	2
Presentation Sound: The sound is clear and understandable. The students talk at a pace that is easy to understand and follow.	10	8	6	4	2
Participation: Each member will write a paragraph stating their role in the group and what the other members contributed.	10	8	6	4	2

Total Points: _____/60