


### ASSESSMENT TASK NOTIFICATION

	<p><b>SUBJECT:</b> Marine Studies</p> <p><b>YEAR GROUP:</b> 10</p> <p><b>TASK TITLE:</b> Sustainability</p>	<hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <p style="text-align: center;">Student Name</p> <hr style="border: 0; border-top: 1px solid black; margin-top: 5px;"/> <p style="text-align: center;">Submitted To</p>
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<b>Name of Unit:</b>	Saving Water Environments and Coastal Management – Marine Debris Campaign				
<b>Type of Task:</b>	Project				
<b>Due Date:</b>		<b>Term:</b>	3	<b>Week:</b>	Part A – Week 4 Part B – Week 6 Part C – Week 9
<b>Weight</b>	50%				

<b>OUTCOMES ASSESSED</b>	<p>5.2.1 Identifies, describes and evaluates the effects humans have had on the marine environment.</p> <p>5.4.1 Identifies, describes and evaluates the ethical, social and sustainability issues related to the marine environment.</p> <p>5.6.2 Identifies and describes the role of volunteer organisations that assist in the protection and management of the marine environment.</p>
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DESCRIPTION OF ACTIVITIES
<p style="text-align: center;"><b>Task Overview</b></p> <p>Students will create a campaign to help educate the local community about the impact of marine debris. Students will build and design their own campaign including a values and mission statement, justification of purpose and delivery of information to the wider community.</p> <p style="text-align: center;"><b>Part A</b></p> <p style="text-align: center;">Students develop the structure of their campaign including;</p> <ul style="list-style-type: none"> <li>- A mission statement</li> <li>- Summary of planned promotion methods</li> <li>- A proposed timeline for the campaign</li> </ul> <p style="text-align: center;"><b>Part B</b></p> <p style="text-align: center;">Students will design an “about us” section that could be displayed on a potential campaign website.</p> <p style="text-align: center;"><b>Part C</b></p> <p>Students will promote their campaign through a social media platform using a series of photos and videos demonstrating the negative impact of marine debris on the environment. The success of the campaign will be judged on the quality of the information provided, following generated and the reach of those following the campaign.</p> <p>There will be significant class time allocated to work on this project, however, there will be aspects that need to be done in your own time. You will need to plan accordingly.</p>

## MARKING RUBRIC

### Part A

	E	D	C	B	A
<b>Values/Principles</b> Selected from Mission Statement activity or from another source	Absent  Mission Statement not present	Poor  Mission Statement does not identify any values or principles	Fair  Mission Statement identifies one value or principle	Good  Mission Statement identifies 2 values or principles	Excellent  Mission statement identifies 3 or more values or principles
<b>Rationale for Values</b> Explanation of why each value listed is important to the individual	Absent  Mission Statement not present	Poor  Mission Statement does not provide rationale for any values identified	Fair  Rationale for only one or two of the values is given or rationale is unclear or illogical.	Good  Rationale is clearly written.	Excellent  Rationale is clear, logical, and thoughtful.
<b>Writing Mechanics</b> Clarity, spelling and grammar	Absent  Mission Statement not present	Poor  Mission Statement contains many spelling or grammar errors that make it difficult to understand.	Fair  Mission Statement contains grammatical errors. Some clarity remains.	Good  Mission Statement contains spelling or grammatical errors, but clarity remains.	Excellent  Mission Statement is generally free of spelling and grammatical errors.
<b>Campaign Timeline</b> Clear, well planned, and achievable timeline	Absent  Timeline not present	Poor  Brief timeline that briefly identifies some key components of the campaign timeline but lack logical order.	Fair  Timeline that identifies some key components of campaign timeline mostly in a logical order.	Good  Timeline that identifies key components of campaign timeline in logical order.	Excellent  Comprehensive timeline that identifies key components of campaign timeline in logical order.

## Part B

	E	D	C	B	A
<b>Modes of Persuasion</b>	Campaign does not strive to persuade people to change their ways.	Campaign identifies some reasons people should change their ways.	Campaign implements one persuasive literacy strategy	Campaign used some persuasive literacy strategies.	Campaign implements a series of effective persuasive messages to convince people to make a change.
<b>Content</b>	Content has no relevance to the project criteria.	Content identifies few relevant issues	Content describes several relevant and local issues.	Content explains many local and relevant issues and makes links to impact on the environment.	Content analyses the impact of a broad range of issues on the local environment.
<b>Platforms</b>	No platform used to present information	Uses a platform that does not allow for appropriate distribution of the posts	A platform is created with little functionality	Uses an appropriate platform to present and share information	Effectively uses a platform to share information to a wide range of people.
<b>Vitality / Interaction</b>	Campaign did not gain a following.	Campaign has generated a small local following with no interaction.	Campaign has generated a local following with some interaction.	Has a significant audience. Some posts have a limited amount of interaction.	Has a significant audience. Posts promote interaction with audience and have many likes, shares, & comments
<b>Creativity</b>	No attempt to share information through creative posts.	Posts show little creativity at all and are primarily recycled content / ideas	Posts are mainly primary content and show some creativity.	A high percentage of posts are original content and demonstrate clever ways to engage with the audience	Products show extraordinary originality
<b>Craftsmanship</b>	Obvious lack of care is shown on a variety of levels	Products show some lack of care and have typos / poorly designed visuals	Products are designed with care.	Products are carefully and thoughtfully designed.	Products show an exemplary attention to detail and are professional quality

## Part C

	E	D	C	B	A
<b>Background/ context and inspiration</b>	Absent  About us section not present	Poor  About us section briefly identifies background, context, or inspiration for campaign	Fair  About us section outlines some background or contextual inspiration for the campaign.	Good  About us section describes background or contextual inspiration for the campaign.	Excellent  About us section explains background or contextual inspiration for the campaign.
<b>Writing Mechanics</b> Clarity, spelling and grammar	Absent  About us statement not present	Poor  About us statement contains many spelling or grammar errors that make it difficult to understand.	Fair  About us statement contains grammatical errors. Some clarity remains.	Good  About us statement contains spelling or grammatical errors, but clarity remains.	Excellent  About us statement is generally free of spelling and grammatical errors.