**Subject**

raising awareness, educating, and changing public attitudes and behavior towards mental illness

Public Service

Advertisement

2013

Grade 12 English

Your final project for this unit is to design a Public Service Advertisement from a government agency or ministry, promoting mental illness. This project can be done in **partners** or **individually**. A public service message is like a commercial or advertisement except it’s not selling anything. Ideally, this announcement would be the sort of clip that would be telecast in between TV commercials and movie trailers OR an advertisement that can be posted around the public to raise awareness about your chosen issue. If you choose to create a commercial you will use Flash animation and CorelDraw to make a 1 minute animation. If you choose to create a visual advertisement you can use any medium you like however, your advertisement must be big enough to draw attention to your issue (you are not limited to only 1 advertisement on your illness). All advertisements must be appropriate (images, language, subject matter, etc.) and projects must not be destructive to public property in any way (ex. permanent graffiti, permanent installation, etc). All topics and planning should be approved by your teacher in advance.

**What should your topic or subject matter be?**

We have been studying and learning about a number of stereotypes associated with mental illness. For this project you will choose one type of mental illness. In your topic you are raising awareness of your illness and should address what your illness is, what it effects, possible treatments, any stereotypes or rumors about the illness, and anything we can do to help. Topics must be approved in advance by your teacher. Topics may include but are not limited to:

AD/HD Autism Bipolar Schizophrenia

Anxiety OCD Depression Other…

**Finished Projects:**

The purpose of your final project is to take your research and learning and raise awareness, educate the public, and change attitudes around mental illness. All finished Public Service Advertisements will be posted around the school and on the school website.

**Checklist**

Your Public Advertisement Must Include:

Title-Mental Illness

Catch Phrase or Hook

Government Agency

Description/Definition

Effects

Treatment

Creative Aspect- visually appealing

Eye Catching

Positive Message

Other interesting information

**Reflection**

The final stage of this project is to write a 500 word reflection individually about your final advertisement and the creating process. In your reflection you may include answers to questions like: Why did you include certain information and images? What inspired you for your design? What did you learn about your mental illness? What do you hope your advertisement will accomplish? Would you change anything about your advertisement if you were to do it again? Include a work cited page in MLA format.

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Public Service Advertisement

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| --- | --- | --- | --- | --- |
| Knowledge & Understanding  10marks | Needs Improvement  1 2 3 4 | Satisfactory  5 6 | Good  7 8 | Excellent  9 10 |
| Public Service Advertisement promotes a mental illness. Includes a government agency or ministry, title, and is appropriate in time/size/installation. |  |  |  |  |

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| --- | --- | --- | --- | --- |
| Application  10marks | Needs Improvement  1 2 3 4 | Satisfactory  5 6 | Good  7 8 | Excellent  9 10 |
| **Information on the Mental Illness is accurate and well researched. Student shows a good understanding of the topic.** |  |  |  |  |

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| --- | --- | --- | --- | --- |
| Thinking and Inquiry  10marks | Needs Improvement  1 2 3 4 | Satisfactory  5 6 | Good  7 8 | Excellent  9 10 |
| Reflection paper is approx. 500 words in length and addresses the process of creating their advertisement and includes critical thought process about some of their choices. |  |  |  |  |

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| --- | --- | --- | --- | --- |
| Communication  20marks | Needs Improvement  1 2 3 4 5 | Satisfactory  6 7 8 9 | Good  10 11 12 | Excellent  13 14 15 |
| **Advertisement is effective, interesting, informative, persuasive, creative, and “catchy”. Stereotypes are addressed.** |  |  |  |  |
| **Learning Skills**  *Organization:* managed time, handed in rubric, made arrangements with other group members concerning the assignment  *Responsibility:* followed timeline, met deadlines, and completed work  *Collaboration* worked well with other members in their group and contributed a fair share of the work load  *Initiative:* Looked for new and creative ideas to enrich the assignment in planning stages  *Self-Regulation:* Set goals, assessed and reflected critically on own strengths and needs, makes an effort when responding to challenges | 1 | 2 | 3 | 4 5 |

**/50**