English 9A, Argument Unit Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PSA PowerPoint** Period**:** \_\_\_\_\_\_\_Final Score: \_\_\_\_\_\_ /100

**Primary Traits List**

Directions: Research an important topic or issue related to fake news or media literacy and create an informative and persuasive poster, brochure, or letter to persuade your specific audience.

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| **Category** | **Description** | **Total Points Possible** | **Points Earned** |
| **Slogan/Title** | Original title that captures the essence of the issue/topic | 10 |  |
| **Graphic(s)** | Original images that visually address issue/topic | 10 |  |
| **Action Steps** | Clearly provides steps the reader can take to address issue | 10 |  |
| **Consequences** | Addresses specific consequences of not following action steps | 10 |  |
| **Sources** | Reliable, credible, and most current sources provide viewers/readers a complete or balanced picture of issue | 5 |  |
| **Target Audience** | Power Point is suitable for its target audience, thoughtfully applying appeals that reach specific group | 5 |  |
| **Editing** | Slides are free of spelling, grammar, punctuation issues | 10 |  |
| **Creativity & Organization** | Overall design is creative, colorful, and intentionally organized to persuade | 10 |  |
| **MLA Works Cited** | Properly formatted for all sources researched (at least 3) | 10 |  |
| **Slide DESIGN Requirements** | 7-10 slides required that include: bullet-pointed items (no sentences); negative space for balance, font & color consistency and ease of readability; working links to audio, video and/or related news articles of importance from credible sources | 20 |  |

**Target Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Project will be published (name location): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes:**  
1. You MUST have one peer (not in your group) provide you written feedback, using this checklist as a guide. This feedback will be due when final product is submitted.

2. You MUST use this checklist to score yourself before you submit your final product.