

Lesson G: Improving the Marine Soundscape

Assignment Option Two: Create Digital or Print Media

Throughout this lesson, you have explored the question: “How can improvements be made to the soundscape of marine mammals through action, legislation, and information?” Using what you know, or additional information from a variety of sources, create digital or print media (poster, pamphlet, PowerPoint presentation, or other media) to demonstrate what you know.

Be sure to answer the following questions in your assignment:

- What do you want viewers to know?
- How will you engage them so that they stop and view your media?
- How will you present your message? What evidence will you cite, and how will you lead viewers to more evidence that supports your view?
- How long will your viewer need to engage in your media to get the complete message?
- How will you validate your opinion?
- What response do you hope to elicit, and what will that response bring to the recipient?
- How will your viewer share your media?

Category	4	3	2	1
Organization.	Content is well organized using headings, bulleted lists, or groups.	Uses headings or bullets lists to organize, but overall organization needs minimal improvements.	Content is logical, for the most part.	No clear or logical organization, just lots of facts.
Content.	Subject knowledge is excellent. Topics are covered in depth with details and examples.	Subject knowledge is good. Essential knowledge is included about the topic.	Includes essential information about the topic, but there are 1-2 factual errors.	Content is minimal, or there are factual errors.
Sources.	Source information collected for all elements, including images and quotes, and are presented in the proper format.	Sources are collected for most sources and are in the required format.	Sources are collected, though some may be missing and they are not in the required format.	Very little source information included.
Visual appeal.	Makes excellent use of font, colour, graphics, effects, and other creative elements to enhance the presentation.	Makes good use of font, colour, graphics, effects, to enhance the presentation.	Makes use of font, colour, graphics, effects, but occasionally these detract from the presentation.	Use of font, colour, graphics, effects, but these often distract from the presentation or have no discernable connection to theme.
Originality.	Product shows much original thought, ideas are creative and inventive	Product shows some original thought with new ideas and insights	Uses known ideas and there is little original thinking	Idea is a clear copy of other works and shows no originality

Shouting Whales

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Spelling and grammar.	No mistakes.	1-2 mistakes.	2-4 mistakes.	Many mistakes are evident.
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