Name of Student(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title of Campaign: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Clean World Campaign Project**

50 Points

**Project Description**

*Trash Inc: The Secret Life of Trash* and *Trashed* are documentaries outlining the trash management dilemma faced throughout the world. Students will note statistics, situations, issues, and problems described in the video. Based on this information, students will create a campaign to promote the reduction and management of waste throughout the world. We will watch *Trashed* in class. The *Trash Inc: The Secret Life of Trash* video may be viewed on this website: <http://www.cnbc.com/id/38830389/>. You can view this on your own time if you need additional information and ideas.

**Project Requirements**

Each campaign will consist of both of the following:

1. Prepare an in-class skit “commercial” that contains…
   1. Jingle (minimum of 3 lines) that contains information related to waste management and waste disposal dilemmas.
   2. Minimum of 6 ways individuals can minimize waste demonstrated (each student must identify and discuss the reason of 3)
2. Promotional brochure
   1. Description of a minimum of 4 dilemmas faced by communities regarding trash (at least 3 sentences per dilemma)
   2. Minimum of 8 ways communities, countries, or other groups of people can manage waste based on your 4 dilemmas-2 solutions per dilemma
   3. Minimum of 4 pictures or diagrams with captions that relate to each dilemma-1 picture or diagram per dilemma

The worksheet provided on the reverse side of this paper must be completed on the due date and serves as your rubric. Each student is responsible for presenting half of the information.

Work Dates (3 partial class days): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Worksheet Must Be Completed (if not, lose 10 points): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

-it is end of the second day of research

Presentation Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

INSTRUCTOR SIGNATURE AFTER WORKSHEET COMPLETION \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You must have your worksheet/rubric the day of your presentation.

**Part 1: Television Advertisement: 15 points**

Jingle: Minimum of 3 lines \_\_\_\_\_\_\_\_\_/3

Write your jingle here:

6 Actions and Reasons: 2 points per action \_\_\_\_\_\_\_\_\_/12

Student 1’s actions and reasoning Student 2’s actions and reasoning

1. 1.

2. 2.

3. 3.

**Poster, brochure, web site: 24 points**

Description of 4 dilemmas: 3 points per dilemma description \_\_\_\_\_\_\_\_\_/12

Student 1’s Dilemma Descriptions Student 2’s Dilemma Descriptions

1. 1.

2. 2.

8 Actions: 1 point per action \_\_\_\_\_\_\_\_\_/8

Student 1’s Actions and Reasoning Student 2’s Actions and Reasoning

Dilemma 1 Dilemma 1

1. 1.

2. 2.

Dilemma 2 Dilemma 2

1. 1.

2. 2.

4 Pictures: 1 point per picture \_\_\_\_\_\_\_\_\_/4

Student 1’s Pictures Student 2’s Pictures

Dilemma 1 Dilemma 1

1. 1.

Dilemma 2 Dilemma 2

1. 1.

Overall Preparation and Organization: \_\_\_\_\_\_\_\_\_/10

Desire to Make Our World a Better Place: \_\_\_\_\_\_\_\_\_\_/1

Total: \_\_\_\_\_\_\_\_\_/50