

# Communication Project - New Media 11

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*Students of NEW MEDIA 11*

For your target audience, develop an advertising campaign that promotes *Aboriginal Reconciliation in Canada*, painting it in a positive light, in an effort to sway anyone who might feel that reconciliation is not necessary. Remember to include important facts that will help your audience understand the importance of reconciliation. Your ad campaign should be informative and research-based.

Your ad campaign should consist of these three elements:

- **Social Media posts** (at least three). You may choose to create three different posts for one social media platform (Twitter, for example). Or you may choose to spread your posts across multiple platforms (Twitter, Facebook, and Youtube, for example). You do not need to create an account with a social media platform to accomplish this task. Do your best to make your content appear authentic - it should look and feel like the real thing.
- **Print Advertisement.** This will be a poster, a flyer, a pamphlet or other print medium. Whatever you choose, aim for professional quality. You may create these on paper or digitally. If you choose the digital route, be sure that the dimensions of your work canvas match the standard dimensions of your chosen medium. If you choose to work on paper, then scan or photograph your advertisement. In any case, your final product should be .jpeg, .png, or .pdf format.
- **Voice Advertisement.** This will be similar to commercials that you might hear on the radio or when streaming music online. Listen to a few radio ads so that you can try to create a similar sounding ad of your own. Do your best to record your voice in a quiet place so that your finished product sounds very professional. Your final product should be in .mp3 or .wav format.

ASSESSMENT (24/24):

**Learning Target - Exemplary (6/6):** Final product demonstrates a rich understanding of diversity within and across First Peoples societies, as well as the diverse perspectives of modern Canadians. This understanding results from thorough research and close analysis of texts. Ideas are communicated clearly and respectfully, acknowledging the sensitivity of the given topic, in order to build a shared understanding.

**Ideas/Content - Exemplary (6/6):** Exemplary development of ideas. Content is clear, concise and true. Accomplishes the purpose with originality, individuality, maturity, and sophistication.

**Reflection and Insight - Exemplary (6/6):** Complex connections and original ideas are included in a thoughtful response that includes specific examples of the student's learning process and growth, which has been the result of informed, fact-based, data-driven research.

**Conventions/Sentence Fluency - Exemplary (6/6):** Sentence structure and vocabulary are varied, skillfully written (or spoken), and carefully chosen. Composition shows maturity in vocabulary, structure, and organization. Reflection on the quality of writing is evident, resulting in few or no errors.