

Driving “High” Media Assignment Rubric

Driving “High” Media Assignment	Needs Improvement 1	Satisfactory 2	Accomplished 3	Exemplary 4
Statistics / 4	No statistics are present on the poster/ad/t-shirt	One of the two statistics is missing	Statistics are there, but do not involve Canadians or teenagers	A Canadian statistic and a teenager statistic on the topic is present on the poster / ad/t-shirt
Paragraph 1: Reasoning/explanation of poster design/ad/t-shirt / 4	Explanation of poster/ ad/t-shirt design is poorly written	Explanation of poster design is present, but lacks any real connection to the poster/ ad/t-shirt itself	Explanation of poster design is creative and connects to poster/ ad/t-shirt	Explanation of poster design is creative, sufficient and clearly connects to the poster/ ad/t-shirt
Paragraph 2: Explanation of how 2 drugs can negatively impact your ability to drive / 4	Negative effects / explanation do not make much sense for the chosen drug /driving	Minimal negative effects on driving are provided / or are poorly explained	Explanation covers various negative effects on driving	Explanation covers various negative effects on driving
Paragraph 3: Negative consequences or effects on other areas of life (4 other areas) / 8	Fewer than 3 negative consequences or effects are provided and explained	3 negative effects or consequences are provided and explained	4 different negative consequences or effects on one’s life are provided, but not explained well	4 different negative consequences or effects on one’s life are provided and explained well
Paragraph 4: Alternatives people who are high (2) or their friends (2) can do or say rather than driving a car or being a passenger / 4	The ways provided are not realistic or appropriate for driving under the influence of drugs	Minimal number of ways for someone minimize the risk to themselves or others	A variety of alternatives to driving/being a passenger someone are provided	A variety of alternatives to driving/being a passenger someone are provided and explained