

Media Assignment: Rubric

	Level 1	Level 2	Level 3	Level 4
1)	Demonstrated little use of the media planner and/or documentation of research and facts they would use in their advisory.	Demonstrated some use of the media planner and/or some documentation of research and facts they would use in their advisory.	Demonstrated sufficient use of the media planner and/or documentation of research and facts they would use in their advisory.	Demonstrated detailed use of the media planner and significant documentation of research and facts they would use in their advisory.
2)	Demonstrated limited knowledge and understanding of effective strategies related to managing their own safety while being a pedestrian through guided and independent research.	Demonstrated some knowledge and understanding of effective strategies related to managing their own safety while being a pedestrian through guided and independent research.	Demonstrated sufficient knowledge and understanding of effective strategies related to managing their own safety while being a pedestrian through guided and independent research.	Demonstrated significant knowledge and understanding of effective strategies related to managing their own safety while being a pedestrian through guided and independent research.
3)	Social media safety advisory creation showed limited knowledge of pedestrian safety.	Social media safety advisory creation showed some knowledge of pedestrian safety.	Social media safety advisory creation showed sufficient knowledge of pedestrian safety.	Social media safety advisory creation showed significant knowledge of pedestrian safety.
4)	Limited demonstration showcasing of student safety advisory throughout the school.	Some demonstration showcasing of student safety advisory throughout the school.	Sufficient demonstration showcasing of student safety advisory throughout the school.	Significant demonstration showcasing of student safety advisory throughout the school.