

## FOR201GN Multimedia Assignment

Your assignment for the multimedia assignment is to produce a 3-5 minute public service announcement on global change, global change impacts, or global change mitigation. Global change includes the global change factors we have discussed in class (land-use change, climate change, pollution). The purpose of the video is to develop an educational piece on one of the following topics: 1) How do we know humans are accelerating climate change?; 2) How will global change impact an ecosystem of your choosing?; 3) How will global change impact agriculture?; 4) How will global change impact forests?; 5) How will global change impact society?; 6) What are proposed mitigation strategies? If you have a specific topic that does not seem to fit within one of these, I am happy to discuss it with you.

Your audience for this project is the American public. The purpose is to communicate information at a level that is understandable by a large portion of the population (i.e. don't make it too technical). If you are wondering if it is too technical, ask yourself if one of your parents would understand it.

I am giving you artistic license on this. You are free to take whatever approach you think does the best job with getting the information across. This could entail an approach like the demonstration I showed in class or a more formal interview approach like the one presented in the workshop.

These projects will be completed in groups of two. **You need to provide me the names of the people in your group by 5pm on 7 November.** You will be graded on the **accuracy** of the information presented and the **quality** of the presentation. Your project should be professional (e.g. well-polished) and must not use any copyrighted material. I have set up an iTunesU site for our class "FOR201 Public Service Announcement". **Your project is due on the iTunesU website by 5:00 pm on 2 December.**

We will review the results of your work in class on 3 and 5 December. Please let me know if you have any questions.

	% of Grade
Content is accurate	25
Accessible to target audience	15
Engages audience	15
Images/text support message	15
Music/narration communicate message	15
Production quality	15