

Driver Education Public Service Announcement Project

Why Are We Doing This Project?

According to the National Highway Traffic Safety Administration, motor vehicle collisions are the leading cause of death among Americans up to 34 years old. Factors such as alcohol consumption, high-speed driving, and other dangerous behaviors contribute to these collisions. Most collisions could be avoided by following common safety practices. The focus of this project is to learn about safe practices and laws designed to prevent collisions. You will work in groups of up to 4 people to explore one of the safe driving issues and create your own Public Service Announcement (PSA).

What Topics Can We Cover?

Select from one or more of the following:

1. Impaired Driving (DUI/ DWI)
2. Seat Belts
3. Speeding
4. Distracted Driving (eating/cell phone/adjusting radio/talking to others etc.)
5. Driving Drowsy
6. Road Rage

How Do We Find Information?

Chapters 6, 7 and 8 of the Drive Right textbook include information about safe driving.

You should also use other sources of information such as libraries and the internet to research safety issues and statistics.

What Does Our Project Have To Include?

You have to develop a public service announcement that includes a Poster and either a PowerPoint OR a Video for high school students, containing:

- Facts and figures regarding your topic.
- Graphics and visuals to help present your information.
- Credits to explain what each group member was responsible for.

You should include examples of trauma that may occur when safety practices are not followed, and descriptions about the bodily injuries that can occur as a result of unsafe driving.

You must also include a summary reflection at the end of your presentation, answering questions such as:

- What information and statistics did you find most surprising?
- How do you think your driving will change after what you've learned?
- What else can you do to help keep the roads safe?

When Is The Project Due?

Posters can be submitted at any time before the group makes it's presentation, and no later than the last week of the course. Presentations will be delivered in your Drivers Ed lesson during the last week of the course.

Driver Education PSA Project Grading Criteria

Poster - 30%

CATEGORY	94/100	84	74	64/54
Mechanics and Spelling	Title can be read from 6 ft. away and is quite creative. There are no mistakes in mechanics and/or spelling	Title can be read from 6 ft. away and describes content well. There are minor mistakes in mechanics and/or spelling.	Title can be read from 4 ft. away and describes the content well. There are several mistakes in mechanics and/or spelling.	The title is too small and/or does not describe the content of the poster well. There are many mistakes in mechanics and/or spelling.
Layout & Content	Layout is well organized. Easy for the reader to locate information. Poster has a large amount of useful information and statistics.	Layout is organized. Most components are easily located. Poster has a good amount of useful information and statistics.	Layout is somewhat organized. Information is not consistent. Poster has some useful information and/or statistics.	Layout is confusing. Components are inconsistent and information missing. Poster has little useful information or statistics.
Creativity	Very clever or unique approach which makes poster entertaining as well as informative.	Unique and creative poster with several original touches.	At least one original touch or creative idea is evident.	No original touches or creative ideas in poster.

Peer Evaluation - 20%

CATEGORY	94/100	84	74	64/54
Group Work	This group member successfully worked with other members of the group was on task at all times and contributed high quality work to the final outcome.	This group member usually worked well with other group members, was on task most of the time and contributed to the final outcome.	This group member occasionally worked well with other group members, was on task some of the time, and contributed little to the final outcome.	This group member did not work well with other group members, was not on task, and did not contribute to final outcome.



Presentation - 50%

CATEGORY	94/100	84	74	64/54
Content/Facts	Presentation had exceptional amount of valuable material and was extremely beneficial to the class. Presentation contained at least 6 statistics directly relevant to the chosen topic.	Presentation had a good amount of material and benefited the class. Presentation contained at least 4 statistics somewhat relevant to the chosen topic.	Presentation had moments where valuable material was present but as a whole, content was lacking. Presentation contained up to 4 statistics, but not necessarily relevant to the chosen topic.	Presentation contained little to no valuable material. Presentation contained less than 4 statistics that had little or no relevance to the chosen topic.
Creativity	Very clever or unique approach in which originality makes presentation entertaining as well as informative.	Unique and creative presentation with several original touches.	At least one original touch or creative idea is evident.	No original touches or creative ideas is evident
Presentation	Is pleasing to the eye. Easy to read. Information is accurate. Superior graphics. Superior sound effects relating to material. Demonstrates extended knowledge of subject.	Is pleasing to eye. Easy to read. Good amount of material and benefited the class. Good use of graphics. Some sound effects. Demonstrates understanding of subject.	Is somewhat pleasing to eye. Information is accurate but incomplete. No sound effects. No graphics or very basic graphics.	Virtually no use of color, graphics, or sound effects. Information is inaccurate and incomplete.
Presenter	Presenter refers to their presentation but does not read directly from the slides. Presenter makes eye contact with a wide range of the audience. Presenter speaks clearly and at a good pace.	Presenter splits focus equally between their slides and the audience. Eye contact is made with some of the audience. Presenter is at times rushed or difficult to hear.	Presenter focuses more on their slides than the audience. Presenter reads directly from their notes or slides. Very little eye contact is made with the audience. Presenter is often rushed or difficult to hear.	Presenter reads directly from their notes or slides. Very little eye to no contact is made with the audience. Presenter is rushed or difficult to hear for the majority of the presentation.