**ECOLOGY PROJECT - ENVIRONMENTAL AWARENESS VIDEO**

**Overview**

*Many large corporations provide commercial time on television for public service announcements. A multinational corporation has provided you with 2 min of time during a major TV event. You must inform the general public about critical environmental issues related to the sustainability of ecosystems*

**Challenge**

*In a small group, design and produce a TV commercial about a major environmental impact that humans had on the planet. Your goal is to bring about a necessary change through heightened awareness. The edited video will be published on Youtube and other Chinese websites to advocate environmental awareness around China and the world.*

**Curriculum Outcomes**

* + - Explain how a paradigm shift can change scientific world views in understanding sustainability (114-1)
    - Illustrate the cycling of matter through biotic and abiotic components of an ecosystem by tracking carbon, nitrogen and oxygen (318-1)
    - Plan changes to, predict the effects of, and analyse the impact of external factors on an ecosystem (331-6, 213-8, 212-4)
    - Analyse the impact of external factors on the ecosystem (331-6)
    - Explain why the ecosystem may respond differently to short-term stress and long-term change (318-4)
    - Select, compile and display evidence and information from various sources, in different formats, to support a given view in a presentation about ecosystem change (214-3, 213-7)
    - Communicate questions, ideas and intentions, and receive, interpret, understand support and respond to the ideas of others in preparing a report about ecosystem change (215-1)
    - Compare the risks and benefits to the biosphere of applying new scientific knowledge and technology to industrial processes (118-1)
    - Explain why ecosystems with similar characteristics can exist in different geographical locations (318-3)
    - Identify examples where scientific understanding about an ecosystem was enhanced or revised as a result of human invention or related technologies (116-1)
    - Describe how soil composition and fertility can be altered and how these changes could affect an ecosystem (331-7)
    - Propose and defend a course of action on a multi-perspective social issue (118-9, 215-4, 118-5)
    - Describe the role peer review has in the development of scientific knowledge (114-5)

**Possible Materials**

Art supplies, video camera, computer, recording equipment, poster board

**Design Criteria**

1. Prepare a unique TV commercial about major environmental issues.
2. Your commercial must be clear, concise, and no longer than 2 minutes.
3. Your commercial must be scientifically accurate.
4. You should strive to make your commercial both informative and interesting for members of the general public.
5. You may use music, animation, live action, or any other form of media for your commercial. Make sure you identify the issue, the effect, and possible warning or solutions to the problems.

**Plan and Construct**

1. In your group, choose one major topic for your commercial. Please consult your teacher for approval.
2. Analyze any television commercials that you find to be especially effective.

**Individual Assessment**

1. Evaluate the other group’s commercials. How effective were they? How might they appeal to different sectors of the public?
2. Which commercial was most effective? Why?
3. After seeing the commercials produced b your classmates, what changes would you make to your own commercial? Give reasons for these changes,
4. Describe the changes that you would make to your commercial if it were going to be shown during
5. a sporting event
6. a concert
7. a school program
8. a newscast
9. Do you think a 2-min commercial could change the attitudes on environmental issues? Explain.
10. How did the planning process help you think about what you learned in this unit?

**Rubric**

Product – 70%

Clarity (Videos/posters are clear, background music)-20

Content(Major environmental Issues, Science & Technology, Informative) -30

Quality (Edited, Grammar, Order, Interesting)-20

Individual Assessment – 25%

Audience Impact – 5%