

End Unit Project: Creating a Multimedia Awareness Campaign

Course

Introduction to Multimedia

Grade Level

Ordinary Level Secondary School

Project Title

"Promoting Positive Change Through Multimedia"

Project Overview

Students will work individually or in groups of 3-5 members to design and create a multimedia awareness campaign on a topic that affects their school or community. The campaign should combine multiple multimedia elements such as text, images, audio, video, animations, and presentations.

Learning Objectives

By the end of this project, students will be able to:

1. Identify and apply different multimedia elements.
2. Create and edit digital media content.
3. Organize information effectively using multimedia tools.
4. Demonstrate creativity and communication skills.
5. Present information to a target audience.

Project Tasks

Step 1: Select a Topic

Choose one of the following topics or another approved by the teacher:

- Environmental conservation
- Road safety
- Healthy lifestyle
- Cyber safety
- Anti-bullying campaign
- Drug abuse prevention
- Clean school initiative

Step 2: Research

Gather accurate information about the chosen topic from reliable sources.

Step 3: Create Multimedia Components

Students must include at least:

- A poster or infographic (with images and text)
- A 2-3 minute video or audio recording
- A slide presentation (5-8 slides)
- Background music or narration (optional)
- Appropriate transitions and visual effects

Step 4: Compile the Multimedia Project

Combine all components into a single multimedia presentation using tools such as PowerPoint, Canva, Google Slides, or other multimedia software.

Step 5: Present the Project

Deliver a 5–7-minute presentation explaining:

- The selected topic
- Multimedia elements used
- Design choices made
- Key message of the campaign

Deliverables

Students should submit:

1. Multimedia presentation file
2. Video/audio file
3. Poster or infographic
4. Project report (1–2 pages)
5. Presentation to the class

Assessment Rubric (100 Marks)

Criteria	Marks
Content accuracy and research	20
Use of multimedia elements	25
Creativity and originality	20
Technical quality	15
Organization and presentation	10
Teamwork/Participation	10
Total	100

Success Indicators

A successful project should:

- Use at least three multimedia elements effectively.
- Communicate a clear message.
- Demonstrate creativity and good design principles.
- Be technically functional and easy to understand.
- Engage the audience.

Submission Deadline

Two weeks from the time you have given this.