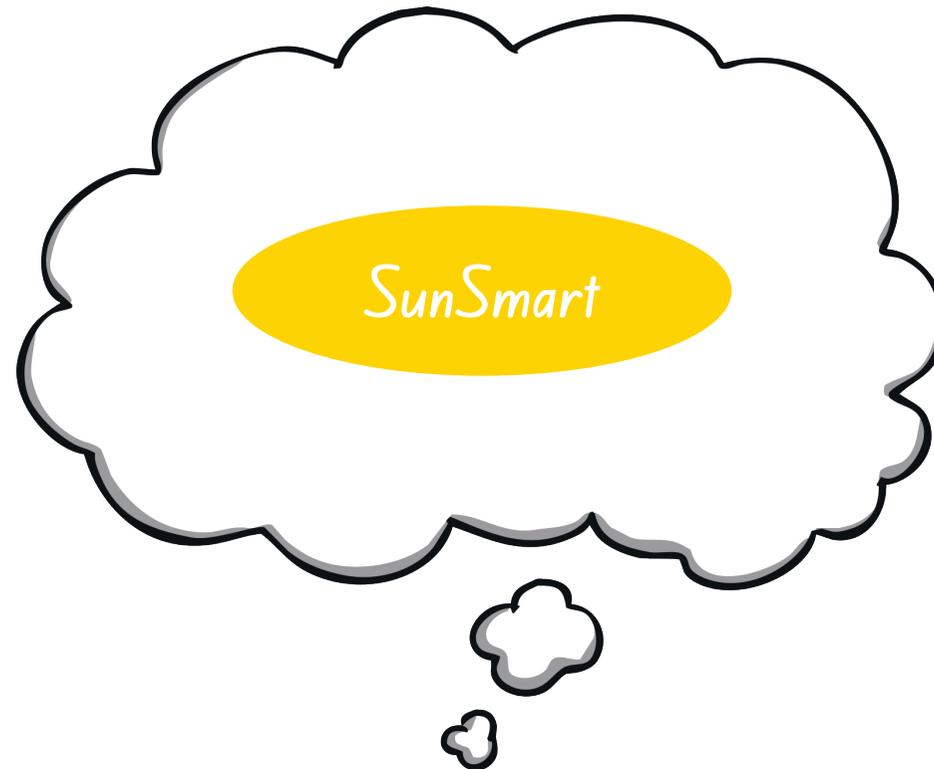


# SunSmart TV Advertisement Project

What is SunSmart and why is it important?



# SunSmart TV Advertisement

## Peer Assessment Rubric

Name: \_\_\_\_\_

Group: \_\_\_\_\_

	1 Point	2 Points	3 Points
<b>What is SunSmart?</b> Protecting ourselves from the Sun's harmful UV rays.	The Advertisement does not explain what SunSmart is.	The Advertisement explains some of what SunSmart is.	The Advertisement clearly explains what SunSmart is.
<b>How can we be SunSmart?</b> Slip, Slop, Slap and Wrap.	The Advertisement does not include any ways that we can be SunSmart.	The Advertisement includes up to 3 ways to be SunSmart.	The Advertisement includes all 5 ways to be SunSmart.
<b>Why is it important to be SunSmart?</b> To prevent skin damage, sunburn and skin cancer.	The Advertisement does not include why it is important to be SunSmart.	The Advertisement partly explains why it is important to be SunSmart.	The Advertisement clearly explains why it is important to be SunSmart.
<b>Running Time</b>	The Advertisement ran for less than 20 seconds or more than 40 seconds.	The Advertisement ran for between 20 and 40 seconds.	The Advertisement ran for between 25 and 35 seconds.
<b>Video Quality</b>	The video is jerky and hasn't been edited.	The video is mostly steady and has had some editing.	The video is clear and steady and has been edited well.
<b>Audio Quality</b>	The audio is either too quiet or too loud, and difficult to understand.	The audio is mostly easy to hear and understand.	The audio is clear and easy to understand.

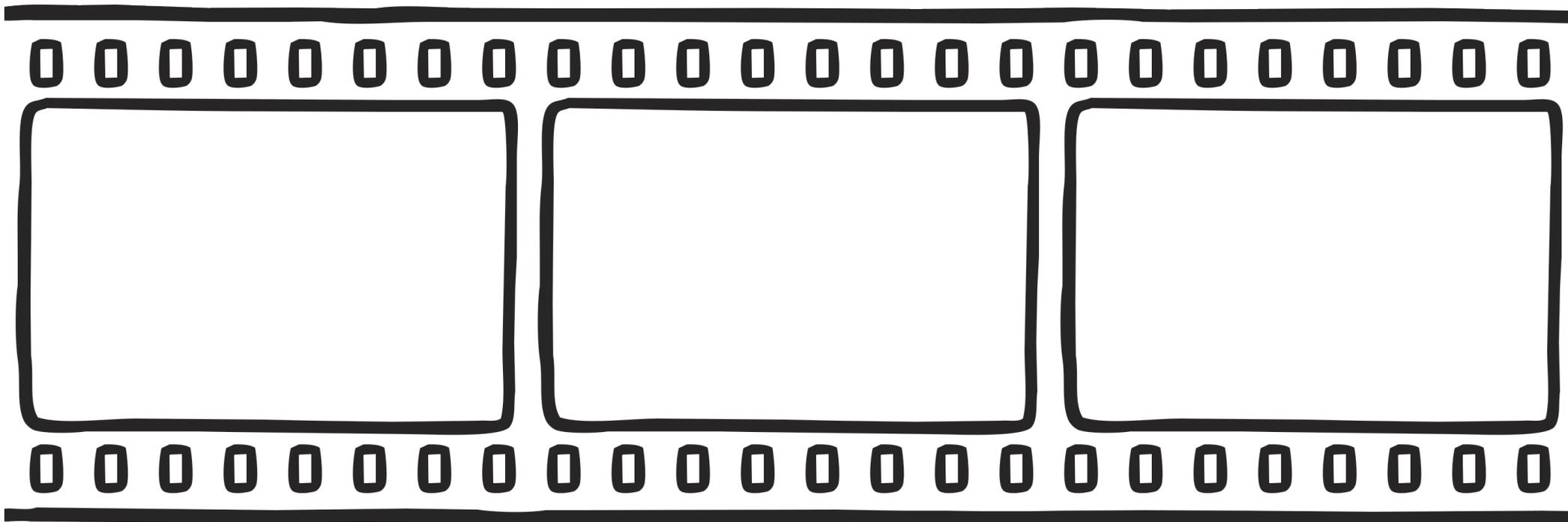
Total Score: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

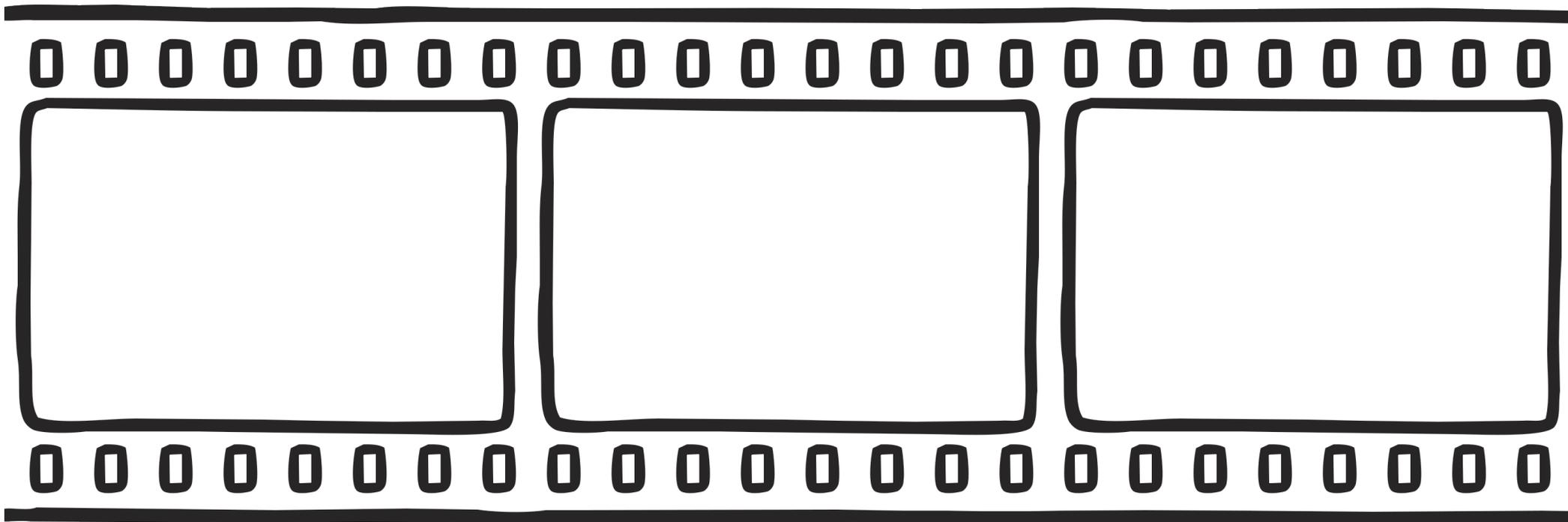
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# SunSmart TV Advertisement Storyboard



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# SunSmart TV Advertisement Storyboard



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