

GROUP PROJECT—ALTERNATIVE ENERGY SOURCES

Your group is responsible for 1 of the forms of alternative energy discussed in class:

- Nuclear
- Hydroelectric
- Wind
- Hydrogen
- Solar
- Ethanol
- Geothermal
- Methane

In your group, you must **make an advertisement for your form of energy**. The advertisement can be a poster, a newspaper ad, a radio commercial, or a television commercial. Your advertisement must include all the important information about your energy source, and it must consider the needs of ALL of the stakeholders in your group.

The advertisement must include:

- 1) A basic description of how the energy source works
- 2) Information on how sustainable the energy source is over time
- 3) How the decision you came to as a group takes into account the needs of ALL of your group members

HINTS: If you do a poster, photos and drawings help. BIG TEXT is also important so people can see it. Use color to help things stand out.

If you do a radio or commercial ad, be sure to hit the key points and have ONE take-home message that the audience can learn.

The advertisement must be creative—use the skills of your group members to design something of which you can be proud!

THE GOAL is to help your classmates UNDERSTAND your energy source and your decision on how to use it.

You will be graded according to the following:

PART OF THE GRADE	MAX POINTS
1) Correct scientific information	10 points
2) Each stakeholder's needs are considered	10 points
3) Presentation of the advertisement	10 points
4) Style and attractiveness	5 points
5) Teamwork and participation (from me)	5 points
TOTAL POINTS	40 points

GROUP PROJECT—Alternative Energy Sources
Individual Grading Rubric

Portion of the grade	3 point	5 points	7 points	8 pts	10 pts	Your score
Correct scientific information	Barely has any information about the energy source, or most of it is incorrect	Information is there and some of it is correct, but a lot is missing or incorrect	Information is there and much of it is correct, but a lot is missing	Much of the information is there and correct, but a few things are missing	A lot of information and details are there and everything is accurate and correct	
Stakeholders' needs	You only thought about one person	You included the needs of some stakeholders, but not all	Your choices keep most stakeholders in mind, but the choices are not clearly explained	Your choices are clear and keep almost all stakeholders' needs in mind	Your choices are clear, all the stakeholders' needs are met or those whose needs are not met have clear explanations for why.	
Presentation to the class (skit or poster)	The person presenting did not look up from note cards and did not provide enough information. OR The poster has little pizzazz.	The ad lacked a lot of information or was incredibly boring and not creative at all.	The ad is alright, but not interesting and did not include all of the information about the energy source.	The ad was interesting and had good information, but was missing just a few things.	The ad was wonderful—interesting, with good accurate information, and everyone now understands the energy source well.	

Portion of the grade	2 point	3.5 points	5 points	Your score
Style and attractiveness of materials	It is messy and looks like you spent little or no time on it	It looks like high school level work, but is not attractive	The materials are well laid out and worthy of being hung on display in the hall	
Participation	You did little to nothing to help the team succeed.	You did some work, but did not perform at your best level to help your team succeed.	You were indispensable to your team—they could not have done it without you! NICE JOB!	
TOTAL SCORE				/ 30

ALTERNATIVE ENERGY PRESENTATIONS

Complete this table as the groups present their advertisements.

Energy source	Effort of the group (1-5)	Participation of all stakeholders— yes, most, some, no	Notes on the energy source— list three things you learn from the presentation	Ranking of how sustainable this energy source is (1-5)