Let us **GRASP** that:

**AP Human Geography……….is Everywhere!**

**Goal:** To make your audience understand that many concepts taught in AP Human Geography are present in our daily lives and a thorough understanding of these concepts will better connect people to the world around them. Therefore they should register for AP Human Geography!

**Role:** You are an ad designer for a media and communications corporation!

**Audience:** Potential AP Human Geography students.

**Situation:** You are creating an advertisement to encourage potential students to register for AP Human Geography and to help them understand the value of the curriculum in their daily lives. Your advertisement will help current students see the links between their new found knowledge and their everyday lives.

**Product:** An advertisement in digital or print format. Some suggestions are: PowerPoint, iMovie, PhotoStory, Animoto, Voice Thread, MS Publisher brochure, a poster….or maybe you have a better idea? Be sure to have your idea approved before you begin! Your advertisement must include 10 concepts from the AP Human Geography curriculum, one from each of the seven units, then any three additional. Use the course vocabulary sheet as a guide! Presentation of your advertisement must run 3-6 minutes. \*If you choose a form of digital media, you may work with a partner…this must be approved as well!

**Use the grading rubric below as a guide when creating your advertisement as it will be used to establish your final project grade!**

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|  | **Advanced Proficiency****120-95** | **Proficient****95-80** | **Developing Proficiency****79-65** | **Significantly Deficient****65-50** |
| **Required Elements** **50%** | 10 distinct AP HUG concepts were represented & identified, each of the 7 units were represented at least once, AP HUG vocabulary was used throughout to support content | 8-10 AP HUG concepts were represented and identified, at least 6 of the 7 units were represented at least once, AP HUG vocabulary was used throughout | 6-8 AP HUG concepts were represented, at least 5 of the 7 units were represented at least once, AP HUG vocabulary was used sporadically |  5 or fewer AP HUG concepts were represented, 5 or fewer of the 7 units were represented at least once, AP HUG vocabulary was rarely used |
| **Effective Communication****25%** | An approved advertisement format was used, grammar and language use was accurate and appropriate, time limitation of 3-6 min. was followed. | An appropriate advertisement format was used, contains a few grammar and language use errors, timing was close to the 3-6 min. limitation. | An advertisement format was used, contains several grammar and language use errors, timing was short of or beyond the 3-6 min. limitation. | Format was not clearly an advertisement, contains numerous grammar and language use errors, was significantly short/beyond the 3-6 mins. |
| **Wow factor!****25%** | Advertisement was creative, catching the attention of the audience and was appealing to the senses. Content was persuasive and clearly achieved the goal of connecting AP HUG to the world around us. | Advertisement caught the attention of the audience and was appealing to the senses. Content clearly achieved the goal of connecting AP HUG to the world around us. | An attempt was made to for the advertisement to catch the audience’s attention. Content vaguely achieved the goal of connecting AP HUG to the world around us. | Advertisement was not appealing to the senses, and uninteresting. Content did not achieve the goal of connecting AP HUG to the world around us. |