

Water Campaign with Memes

Goal: Create two (2) Memes using <https://imgflip.com/memegenerator> . One of your memes should be a “Did you know...” fact about the importance of consuming water and one should be a creative slogan for a water campaign geared towards teens to drink more water. See my sample meme of Yoda.



Step 1: Choose clear, school appropriate images to create your memes and incorporate humorous text relating to the importance of drinking water. Remember text should be easy to read—less is more when it comes to words in a meme.

Step 2: Download and save your memes. Copy and paste them into a word document. Print and prepare for hanging around the school to send messages to the student body about the importance of water in the diet.

Step 3: After you complete the memes, you will write a brief response (4 sentences) on the back of each one, explaining the facts and slogans you chose.

Grading Rubric:

CATEGORY	4 x 2	3 x 2	2 x 2	1 x 2
Required Elements	Memes include pictures that are clear in quality. Text relates image to topic. Topic is well-defined.	Memes include pictures that are slightly blurry. Text relates image to topic. Topic is well-defined.	Memes include pictures that are extremely blurry. Text relates image to topic. Topic is well-defined.	Topic is vague or undefined.
Attractiveness	The memes are exceptionally attractive in terms of design, layout, and neatness.	The memes are very attractive in terms of design, layout and neatness.	The memes are attractive but layout is not well used and the overall design of the memes is messy.	The memes are distractingly messy or very poorly designed. They are not attractive.
Written Response	Clearly explains selected fact and slogan in 4 sentences for each of the memes.	Clearly explains selected fact and slogan in 3 sentences for each of the memes.	Explains selected fact and slogan in 1-2 sentences for each of the memes.	Does not contain explanations for the memes.
Grammar	There are no grammatical/mechanical mistakes on the mems.	There are 1-2 grammatical/mechanical mistakes on the mems.	There are 3-4 grammatical/mechanical mistakes on the mems.	There are more than 4 grammatical/mechanical mistakes on the mems.

Total Points: 32