**Distracted Driving and DUI Presentation**

Congratulations! Jesse White has just appointed you the marketing director targeting teen drivers!

Your first project is related to driver safety. It is your responsibility to come up with a new slogan to promote safe driving. This is a broad category allowing you to demonstrate your own creativity while directing a strong message that will be age appropriate for younger drivers. The themes you can choose from are: Driving under the influence of drugs or alcohol, cell phone use & texting, reckless driving, speeding, seatbelts, road rage, or other distractions. Some examples from past marketing directors have been, “Click it or ticket”; “Could you live without me?”; “Don’t crack up – buckle up”, and “DWI – Drive with Intelligence”.

You will be given one working day in the Tech Lab and will present your new slogan to a panel of judges the following Monday you are in session (class). The criteria used to judge the outcome of your project are identified below. Remember not to infringe on any copyright characters Good Luck!

Names of Group Members: &

Topic:

|  |  |  |
| --- | --- | --- |
| Category | Description | Points |
| PowerPoint | PowerPoint | 0 1 2 3 |
|  | Neat & presentable | 0 1 2 3 |
|  | Colorful & Creative Display | 0 1 2 3 |
| Information | Original/Exclusive work of group | 0 1 2 3 |
|  | Catchy & Creative | 0 1 2 3 |
|  | Positive Approach | 0 1 2 3 |
|  | Demonstrates proper traffic behaviors related to theme  (Pictures) | 0 1 2 3 4 5 |
|  | Includes Statistics & Background information | 0 1 2 3 4 5 |
|  | Information clearly articulated | 0 1 2 3 |
|  | Group participation | 0 1 2 3 |
|  | **TOTAL** | **34/34** |