



Arbeitsform:
Du kannst diese Aufgabe alleine
oder mit einem Partner/einer
Partnerin machen.
Beachte dabei die Anweisungen
deines Lehrers/deiner Lehrerin.



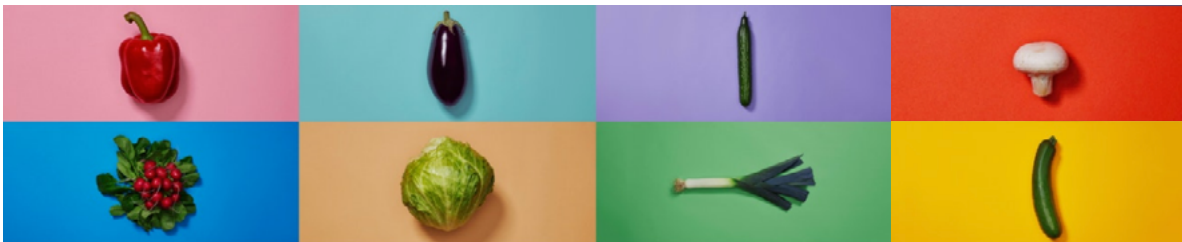
GRÜN, BUNT, GESUND!

Seite 1 von 3

WERBUNG

AUFGABE

Wie begeistern wir Menschen für gesunde Ernährung?
Die Kampagne 'Gemüse sind die neuen Sneakers' soll helfen und du machst mit!



1 Sieh dir zuerst die Webseite <https://gemusesinddieneuensneakers.eu> an und beantworte die folgenden Fragen:

Wer ist die Zielgruppe dieser Webseite?

Was fällt dir am Design der Webseite auf?
(Farben, Formen, Bildsprache, Schrift)

Woher weißt du das?

Was findet man alles auf dieser Webseite?

Findest du diese Webseite gelungen ? Warum (nicht)?



GRÜN, BUNT, GESUND!

Seite 2 von 3

WERBUNG

2 Du darfst am nächsten Beitrag der Kampagne **GEMÜSE SIND DIE NEUEN SNEAKERS** mitarbeiten und eine Idee entwerfen. Wie sieht diese aus?

Welches Format und Medium möchtest du verwenden?
Poster, Bild, Flyer, Radioreklame, Video?

Was ist dein Werbespruch ?

Welche Farben, Bilder und Schriftart möchtest du verwenden? Mach dir hier Notizen:

Was macht deinen Beitrag so besonders?
Warum sollte dein Beitrag in die Kampagne aufgenommen werden ?
Mach dir hier Notizen:

Mache nun einen Entwurf und reiche ihn zusammen mit diesem Bogen ein.



WERBUNG

BEURTEILUNGSRUBRIK FÜR DEINE WERBEKAMPAGNE

CRITERIA	4 (EXCELLENT)	3 (GOOD)	2 (ACCEPTABLE)	1 (POOR)
TASK <i>Accomplishment of the given task</i>	<i>Student has accomplished all parts of this task completely and correctly.</i>	<i>Student has accomplished most parts of this task completely and mostly correctly.</i>	<i>Student has accomplished some parts of this task completely and to some degree correctly.</i>	<i>Student has accomplished few parts of this task completely and to a small degree correctly.</i>
CONTENT <i>Depth of content, relevance of information, and use of sources and citations (if applicable)</i>	<i>Student shows a profound understanding of the content of the task and has chosen relevant information in a well-structured way. Uses diverse and relevant sources. Citations are completely accurate (if applicable).</i>	<i>Student shows understanding of the content of the task and has chosen mostly relevant information in a mostly structured way. Uses some sources of relevance. Citations are accurate (if applicable).</i>	<i>Student shows some understanding of the content of the task and has chosen some relevant information which is sometimes presented in a structured way. Uses few sources of relevance. Citations lack accuracy (if applicable).</i>	<i>Student shows little understanding of the content of the task and has chosen little relevant information in a mostly unstructured way. Does not use sources of relevance. Citations are missing or inaccurate (if applicable).</i>
LANGUAGE <i>Correctness & Vocabulary</i>	<i>Student uses language correctly, including grammar, spelling, and incorporates a wide variety of new vocabulary.</i>	<i>Student usually uses language correctly, including grammar, spelling, and incorporates some new vocabulary.</i>	<i>Student has multiple problems with language usage and/or uses little new vocabulary.</i>	<i>Student makes many errors in language usage which impede understanding. Does not incorporate new vocabulary.</i>
IDEA AND FORM <i>Originality, creativity, use of media and visuals (if applicable)</i>	<i>Student has chosen a creative and original approach. Has a well thought out visual presentation that shows much effort, creativity and attention to detail (if applicable). Uses appropriate media and/or materials (if applicable).</i>	<i>Student has to some extent chosen a creative and original approach. Has a thought-out visual presentation that shows effort, creativity and attention to detail (if applicable). Uses mostly appropriate media and/or materials (if applicable).</i>	<i>Student has to little extent chosen a creative and original approach. Has a partially thought out visual presentation that shows minimal effort, creativity and attention to detail (if applicable). Has thought little about the use of appropriate media and/or materials (if applicable).</i>	<i>Student has not chosen a creative and original approach. Does not have a well thought out visual presentation that shows effort, creativity, attention to detail (if applicable). Has not thought about the use of appropriate media and/or materials (if applicable).</i>
PRESENTATION <i>(only for speaking tasks)</i>	<i>Student speaks smoothly, clearly and without hesitation. For classroom presentation: Has acceptable volume and consistent eye contact. Engages audience.</i>	<i>Student speaks relatively smoothly, clearly and with little hesitation. For classroom presentation: Has acceptable volume and some eye contact. Somewhat engages audience.</i>	<i>Student has some pauses. Occasionally looks at notes/slides, etc. For classroom presentation: Volume is inconsistent. Eye contact is inconsistent. Partially engages audience.</i>	<i>Student hesitates frequently and speech is very choppy. Reads from notes/slides, etc. For classroom presentation: Volume inappropriate. Eye contact lacking. Audience not engaged.</i>