

## **INFOMERCIAL ASSIGNMENT**

1. Define ecosystem services and give a few examples:
2. Research and list ecosystem services provided by forests or grasslands (check one):
3. On the back, write a 1-3 minute infomercial screenplay. For an example, see “Thank you ocean” on youtube.com.
4. Record and produce your infomercial. It will be graded on the following:

<b>Content</b>	<b>Product</b>
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Accuracy	<input type="checkbox"/> <input type="checkbox"/> Appropriate length
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Completeness (at least 8-10 services)	<input type="checkbox"/> <input type="checkbox"/> No distractors (shaky camera, bad sound)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Clarity of the services (is it more about being funny or the ecosystem services...does the audience get the message?)	<input type="checkbox"/> <input type="checkbox"/> Creativity

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