**Assessment Task: Multimodal Advocacy (20%)**

In this Multimodal Advocacy project, you will create a multimedia piece to advocate for positive changes related to a Sustainable Development Goal (SDG) linked to one of the module themes. You may choose to produce a **1–3-minute video or design a poster (52 x77 cm)**, consulting tools and methods of your preference. You will also submit a 100-word written explanation of your design process.

***Part 1: Video or Poster Advocacy (10%)***

**Topic and Content**:

* Choose one SDG topic aligned with a module theme and advocate for a specific change within that theme;
* Include a clear call to action, using issue-specific language and appropriate patterns to enhance persuasiveness;
* Incorporate visuals, text, and narration (for videos) or design elements (for posters) as advocacy strategies. You may refer to the videos and visual examples on Moodle for ideas.
* Based on your multimedia advocacy piece, write a 100-word explanation describing your design process.

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***Part 2: Presentation (10%)***

Prepare a 6-9 minute presentation and explain the content of your poster/video to the class, share your creative process and reflections.

**What should be included:**

* Show the poster/video to the class. Explain the content (2-3minutes).
* Detail the tools and methods you used, the iterative process, and how feedback (if any) shaped your final product (2-3 minutes);
* Reflect on your role in the process, discussing challenges faced and solutions implemented. You may draw on your creative decisions and critical evaluation for this reflection (2-3 minutes).