

Media Literacy

Unit 3.3.7: Identity Sketch

Name _____

Interest Identity vs. Consumer Identity	Points Possible	Self-evaluation	Points earned
INTEREST IDENTITY Making a sketch (written or in multimedia form) of my activities, interests , and other elements from my past week that would give someone clues about my identity?	10		
Including a variety of details about my weekly activities, interests, interactions, and other elements in my first identity sketch that could give an outside viewer clues about who I am and what makes me unique?			
CONSUMER IDENTITY Making a sketch (written or in multimedia form) of my purchases and online activities that reveal my consumer identity?	10		
Including a variety of details about my weekly purchases as well as online activities in my second sketch to show how a company might perceive me and my consumer identity?			
Creating two different identity sketches with detailed labeling and writing one to two paragraphs for my final reflection about the two sketches? YOU MUST SUBMIT YOUR PRACTICE GUIDE!!! Typed using 12-point font, double spacing, and standard margins?	10		
Total	30		

