PARTY Program Assignment

If there are some people who can drive among a group of friends it is a good idea to choose

(designate) one person from the group who will not drink and will drive the others, ensuring

they get home safely. It is important to designate a driver before going out. You may complete this is groups of 3, 2 or 1.

Create a promotional video, commercial, poster, Instagram/tiktok ad, or anything to convince a group of friends to always designate a driver or to go in a car of a designated driver. Some important things to consider for your end result are:

* should appeal to youth
* should convince people to use a designated driver instead of driving drunk
* should include some type of fact or statistic in Canada

The assignment will be marked based on the above, but also the effectiveness of the message/product, and its appearance.

PARTY Program Project

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