

States of Consciousness Public Awareness Campaign

Course Context

AP Psychology / Psychology
States of Consciousness Unit

Project Overview

In this project, students will work **individually or in groups of up to four** to design a **public awareness campaign** focused on an issue related to **sleep, consciousness, or altered states**.

The goal is to **educate and inform the public** using accurate psychological research while creating engaging, accessible materials.

All campaigns **must include sleep deprivation** as a core or related focus.

Group Structure

- Groups may include **1–4 students**
- Smaller groups or individual work are always permitted
- Every submission must include a **“Who Did What” contribution statement**

Required Topic (Mandatory)

Every campaign must address:

Sleep Deprivation

This may be:

- The central focus
- A major contributing factor
- A connecting theme to another topic

Topic Options (Teacher may modify)

Students may choose **one or more** of the following, or propose an alternative topic with teacher approval:

- Promoting Good Sleeping Habits
- I Can't Get to Sleep — What Should I Do?
- Dreams
- Sleepwalking and Parasomnias
- Why School Should Start Later
- Driving While Tired
- The Benefits of Exercise
- Anti-Drug Awareness
- The Positives of Yoga
- The Positives of Meditation
- The Opioid Crisis in the United States
- The Truth About Alcohol
- The Truth About Prescription Drugs
- Sleep Apnea
- Narcolepsy and Other Sleep Disorders

Learning Objectives

Students will:

- Research psychological concepts related to consciousness
- Evaluate real-world consequences of sleep deprivation and altered states
- Translate scientific research into public-facing communication
- Collaborate effectively and document contributions
- Create engaging, ethical public health messaging

Teacher Instructions

Before Assigning

- Introduce the project near the **beginning of the unit**
- Emphasize that this is a **research-based campaign**, not an opinion piece
- Explain that sleep deprivation **must** be included

During the Project

- Approve topics early
- Require research notes or citations
- Encourage drafts and peer feedback
- Decide whether public presentation will occur

Presentation Option

Some classes may:

- Present to other students
- Display work publicly
- Share with community groups or school events

This is optional but encouraged.



Student Instructions

Your Task

You will design a **public awareness campaign** that educates and warns the public about an issue related to **sleep, consciousness, or altered states of awareness**.

Your campaign must:

- Be **research-based**
- Be **engaging and accessible**
- Include **sleep deprivation** in a meaningful way

Required Products

You must create **at least THREE** of the following:

- Brochure
- Poster or flyer
- 30-second radio or TV PSA (script or recorded)
- Press release
- Public presentation
- Billboard mock-up
- Social media campaign design (posts, captions, visuals)

Research Expectations

- Use **credible sources** (psychology texts, medical organizations, peer-reviewed summaries)
- Information must be **accurate and current**
- Claims should be supported by evidence

Creativity is encouraged, but **accuracy matters more than style**.

Group Accountability

Each group must include a **“Who Did What” section** explaining each member’s contributions.

Submission Format

- Digital submissions are preferred
- Physical materials may be photographed or scanned
- Public presentation may substitute for one product with approval

Sample Grading Rubric (100 Points)

1. Research Quality & Accuracy (30 pts)

- Accurate psychological content (20)
- Appropriate use of credible sources (10)

2. Inclusion of Sleep Deprivation (15 pts)

- Sleep deprivation meaningfully addressed
- Clearly connected to the campaign's message

3. Campaign Products (25 pts)

- Three required products completed (15)
- Products are clear, engaging, and appropriate for the public (10)

4. Creativity & Engagement (15 pts)

- Campaign captures attention
- Message is accessible to a non-psychology audience

5. Group Accountability & Organization (10 pts)

- Clear "Who Did What" section
- Evidence of collaboration or individual effort

6. Professionalism & Presentation (5 pts)

- Clear visuals
- Organized materials
- Appropriate tone for public audiences