Rubric for Public Service Announcement\*

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| Category | 4 – Exemplary | 3 – Accomplished | 2 – Developing | 1 – Beginning |
| 1. Timing | The PSA is between 60-90 seconds in length. | The PSA is less than 50 seconds or more than 1 min 35 sec in length. | The PSA is less than 30 seconds or more than 1 min 45 sec in length. | The PSA is less than 20 seconds or more than 2 min in length |
| 2. Content | Students demonstrate full grasp of the topic, presenting complete and accurate information. | Students are at ease with topic and presents accurate information. | Students are uncomfortable with information; leave out important details and/or presents inaccurate information. | Students do not have grasp of information. Many statements are incorrect and unsupported. |
| 3. Script | Script is appropriate and detailed. Script shows clear and logical flow and includes detailed dialogue of the PSA. | Script is mostly appropriate and detailed. Script shows mostly clear and logical flow and includes most dialogue of the PSA. | Script is somewhat appropriate and detailed. Script shows somewhat logical flow, but is sometimes confusion or missing dialogue from PSA. | Script is incomplete and lacks detail. Script shows little sense of direction; the flow is confusing and missing much dialogue from PSA. |
| 4. Technical Quality | A high degree of technical skill is evident in the production of this PSA. The technical effects are very powerful and add to the impact of the PSA. | Technical skill is evidence in this PSA and adds to the quality of the announcement. | Some technical skill is evident in the creation of this PSA, but it adds little to the effectiveness of the announcement. | Very little technical skill is evident in the production of this PSA. |
| 5. Originality/ Creativity | The PSA reflect an exceptional degree of student creativity and use of original ideas. | The PSA reflects student creativity and the use of some original ideas. | The PSA reflects some creativity, but it lacks originality. | The PSA reflects a lack of creativity and originality. |
| 6. Message Effectiveness | The combination of creativity, technical skill, and audience appeal are very effective in delivering a strong message about the selected topic. Engages audience throughout entire broadcast. | The combination of creativity, technical skill, and audience appeal deliver a clear message about the selected topic. PSA catches listener attention early, but does not engage audience throughout entire broadcast. | The intent of the PSA is understood, but it has little motivational value. PSA engages audience for brief moments. | The message is not clear in the PSA. PSA does not engage audience. |
| 7. Communication | All group members are in video and speak clearly. | Most group members are in video and speak clearly. | Some group members are in video and some speak clearly. | Few group members speak clearly and members missing from video. |
| 8. Followed Guidelines | This PSA includes all required elements as well as additional information. | All required elements are included in the PSA. | All but ONE of the required elements are included in the PSA. | Several required elements are missing. |
| 9. Collaboration | Partners show respect for one another, get along especially well, and work together on all aspects of the project. Students show respect for one another. | Partners get along well and share equally in responsibilities. Students stay on task for the most part and share equally in-group responsibilities. | Partners need constant reminders to stay on task and complete aspects of the project. Students talk to their group, but need more communication. | One partner does most of the work. Partners do not share responsibilities and argue in creating PSA. Students cause disruptions in the classroom. |
| 10. Group Evaluation | Group score of 106-120 | Group score of 81-105 | Group Score of 51-80 | Group Score of 0-50 |

Total Score \_\_\_\_\_\_\_\_\_\_\_/40

\*[Adapted](https://www.chino.k12.ca.us/cms/lib8/CA01902308/Centricity/Domain/3697/PSA%20Rubric.pdf)