**PSA – RUBRIC:** This is how your PSA will be scored. This is your Group Grade – All members of your team will earn this grade based on the criteria in the chart below. Work together, work strong, work smart.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PSA COMPONENTS** | **5** | **4** | **3** | **2** | **1** |
| **Social Benefit:** The ideas shown have an application to the lives of the target audience. The PSA is one that will motivate change to improve the audience’s community in a meaningful way. |  |  |  |  |  |
| **Claim**: The message is clear and concise. A single thought or phrase within the PSA summarizes the entire message. |  |  |  |  |  |
| **Creativity**: The message is told in unexpected or new ways. Elements are woven together with insight and imagination to grab the attention of the audience. |  |  |  |  |  |
| **Technical Aspects:** The video reflects effective camera work, editing skills, and the use of lighting and sound; together, these add to the overall mood, message, and theme of the piece. |  |  |  |  |  |
| **Facts**: The message is based on accurate and verifiable information. Opinion or bias expressed is based and supported by facts. Source information has been verified and documented. |  |  |  |  |  |
| **Follow-up and Citation**: Follow-up information is provided to direct the intended audience to local or national advocacy groups.  All work is cited in a bibliography at the end of the PSA video. |  |  |  |  |  |
| **Written Work**: All writing deadlines were met and approved before filming began (research documents, rough draft and final draft of scripts, shooting schedule, etc.) |  |  |  |  |  |
| **Collaboration**: The individual student almost always listened to, shared with, and supported the efforts of others in their group. The individual student worked well with others, and contributed their parts on time. |  |  |  |  |  |

**Scoring Guide:**

5 – The highest possible score; indicates a highly effective use of a component. Exemplary demonstration of effort and achievement throughout the video.

4 – Accomplished use of component(s) is consistently demonstrated throughout the video,

3 – Elements described may be present, but are inconsistent or haphazard and confusing.

2 – Effort is demonstrated towards incorporating the required component(s) listed and described, but the desired results are not seen in the final product.

1 – Effort is minimal; the required component(s) lack any detail, supporting information, or cohesion. The video is not persuasive, and lacks focus/detail/evidence.

0 – Scores of zero reflect the absence of the describe elements, or the complete lack of a project.