

<b>PSA Components Rubric for scoring by Teacher</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Technical Aspects</b> Video reflects effective camera work, editing skills, use of lighting and sound that add to the overall mood/message/theme of the piece. Video is 30 to 70 seconds not including credits and ending information.					
<b>Creativity</b> The message is told in unexpected or novel ways. Elements in the message are woven together with insight and imagination grabbing the attention of the intended audience.					
<b>Tag Line</b> The message is clear and concise. A single thought or phrase within the PSA summarizes the entire message.					
<b>Social Benefit</b> The ideas shown have an application to the lives of the targeted audience. The PSA is one that will motivate change to improve the targeted audience's community in a meaningful way.					
<b>Facts</b> The message is based on accurate and verifiable information. Opinion or bias expressed is based in and supported by fact. Source information has been verified and documented.					
<b>Follow-up</b> The information is provided to direct the intended audience to local or national advocacy groups.					
<b>Collaboration</b> Almost always listens to, shares with, and supports the efforts of others in the group. Tries to keep people working together.					
<b>Written Work</b> All deadlines are met. Storyboard, shot list, and script have been approved before shooting.					

**Total Points** \_\_\_\_\_

**Scoring Guide:**

- 5 = The highest score possible; 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 inconsistently or haphazardly applied.
- 2 = Effort is demonstrated towards incorporating the component(s) listed and described, but the desired results are not seen in the final product.
- 1 = Scores of 1 reflect the absence of the described elements.

**Student Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Period** \_\_\_\_\_ **Date** \_\_\_\_\_