Public Service Announcement Rubric

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| **Category** | **4** | **3** | **2** | **1** |
| Main Idea/Content | Original, accurate, states a clear main idea, interesting PSA that adequately addresses food allergies. | Accurate PSA, states a main idea, adequately addresses food allergies. | Accurate PSA but main idea is not clear and does not adequately address food allergies.  | PSA is not accurate and main idea is not present. |
| Fair Use of Technology/Graphics | PSA follows fair use for all music, sound effects, and graphics/images. All text is from an approved script, and is the original work of the team or includes proper citations.  | PSA follows fair use for most music, sound effects, and graphics/images. All text is from an approved script, and is mostly the original work of the team or includes most proper citations. | Most PSA is the original work of the team from an approved script, but some material was used without permission or proper citation. | PSA does not follow fair use. The script was not approved, and music, sound effects, and graphics/images were used without permission or citations. |
| Technical Production | Tone and voice convey emotion and/or enthusiasm. The audio is clear, easy to understand, and the graphics and music support the message. | Tone and voice frequently convey emotions and/or enthusiasm. The audio is clear, easy to understand, and the graphics and music mostly support the message. | Tone and voice mostly convey some emotion and/or enthusiasm. Most of the audio is clear, somewhat difficult to understand at times. Graphics and music are distracting at times. | Tone and voice do not convey emotion or enthusiasm. The audio is not clear and is difficult to understand. The graphics and music are absent from the PSA. |
| Use of Data | At least three facts learned in class and three statistics from the class survey are included in the PSA to support the main idea. | At least two facts learned in class and two statistics from the class survey are included in the PSA to support the main idea. | At least one fact learned in class and one statistic from the class survey are included in the PSA and somewhat support the main idea.  | No facts learned from class or from the class survey are included in the PSA. |
| Creativity | Engaging, evokes emotion, tells a story.  | Engaging, evokes some emotion, mostly tells a story. | Somewhat engaging, evokes little emotion, somewhat tells a story, but difficult to follow. | Not engaging, does not evoke emotion, and does not tell a story. |
| Catchphrase | The message is clear and concise; reinforces the main idea; a single thought or phrase summarizes the entire PSA. | The message is clear and concise; mostly reinforces the main idea; one thought or phrase summarizes the entire PSA. | The message is somewhat clear and concise; somewhat reinforces the main idea; more than one thought or phrase summarizes the entire PSA. | The message is not clear and concise; does not reinforce the main idea; does not summarize the entire PSA. |
| Artifacts | All deadlines are met; script and PSA planning guide have been approved and submitted at the final screening. | Most deadlines are met; script and PSA planning guide have been approved and submitted at the final screening. | Some deadlines are met; script or PSA planning guide have were not approved and/or submitted at the final screening. | No deadlines are met; script and PSA planning guide have were not approved and were not submitted at the final screening. |