



IVE Public Service Announcement Rubric* (Total Possible 50 pts)

Elements	Limited (1- 3 pts)	Developed (4- 7 pts)	Exemplar (8- 10 pts)	Score
PSA Criteria A public service announcement uses many persuasive techniques to educate, motivate, and call the viewer to action. A successful PSA meets the following objectives (10 points maximum each):	-- -		--- -	
1. Gets the viewer's attention and makes every word and image count.	Imagery and/or dialog, do not all contribute to delivery of the message – may detract	Imagery and/or dialog, mostly contribute to delivery of the message	Imagery and/or dialog tightly contribute to strong delivery of the message	
2. Presents persuasive argument	Superficial treatment of the issue or problem - Topic or problem addressed may lack a clear focus or be ambiguous	Adequate understanding of the issue is evident, relevance to students or intended audience is addressed Nature of the problem is reasonably clear.	Deep understanding of the issue is evident, relevance to students or intended audience is obvious Compelling treatment of the topic, issue or problem	
3. Convinces the viewer that they can make a difference and clearly calls the viewer to action	Call-to-action unclear or not relevant - Doesn't adequately explain how the problem will be made better by the action requested, audience unclear	call-to-action is appropriate to the problem and audience - Adequately explains how the problem will be addressed by the action requested, audience is appropriate	Nature of the problem is clear and directly addressed by the call-to-action – call-to-action directly addresses the problem and audience - Explains how the problem will be addressed by the action requested, audience is clear	
4. Creativity	- Poor attempt at utilizing imagination and creativity - No attempt to create original product or concepts - Little or no attempt showing a mood, style and artistic interpretation	- Adequate skill in showing imagination and creativity - Adequate attempt to create original product or concepts? - Sufficient skill showing mood, style and artistic interpretation	- Outstanding skill in showing imagination and creativity - Superior attempt in creating a product that shows originality - Outstanding and imaginative skill in showing mood, style and artistic interpretation	
5. Technical	Video, audio or lighting are poor, detracting from the production (see examples below)	Video, audio or lighting used appropriately, showing satisfactory technical skills, with few distractions	Video, audio or lighting used at a high technical level and creatively, without distractions or gratuitous use of effects	
a. Lighting b. Audio/Sound c. Photography d. Editing e. Graphics/Titles	a. Lighting negatively impacted the video b. Inconsistent audio/sound c. Camera occasionally out of focus or shaky d. Editing pieces of video are not placed in logical order and/or do not support message. e. Graphics/titles unrelated or poorly done	a. Lighting appropriate for message b. Audio consistent and conformed to acceptability c. Camera work suitable for message d. Editing is logical and unobtrusive (Transitions used with purpose) e. Graphics/titles are original and appropriate	a. Lighting creatively and effectively used b. Audio is flawless and well balanced using ambient sound, music and/or sound effects effectively. c. Camera work is outstanding using shots and angles to provide impact. d. Editing is effectively used to enhance message. (Transitions are creative and connected to the flow) e. Graphics/titles are used to enhance the topic or message.	