

Names: _____

Period: _____

Topic: _____

Quarter 4 – PSA Video Rubric

	1-4: Doesn't	5-6: Partially	7-8: Meets	9-10: Exceeds
Length	Video is less than :15 seconds or over 3:00 minutes.	Video is between :15 and :29 seconds <i>or</i> over 2:00 minutes.	Video is between :30 and :49 seconds <i>or</i> over 1:30 minutes.	Video meets the 1:00 minute requirement. (:50 – 1:30)
Persuasive Techniques	No persuasive techniques were used.	The only persuasive technique used is the call-to-action.	2-3 persuasive techniques are used.	3-4 effective persuasive techniques are used.
Relevant Information	No information included.	The only information included is the call to action.	Some information is included to persuade action from the audience.	Video uses relevant information (such as facts and statistics) to inform the audience of the seriousness of the issue and persuade action .
Creativity	Video is silly and/or the project is not taken seriously.	Video is taken seriously, but is lacking either originality or creativity.	Video grabs the audience's attention through creative ideas.	Video grabs the audience's attention and leaves a lasting impression through original and creative ideas.
Video Production and Quality	Video is filmed in one shot with no editing done.	Only some editing is done. Video is either choppy, hard to hear, or blurry.	Transitions, audio, and background sounds, etc. are used, but they sometimes detract from the message.	Video has a professional feel to it. Audio is easy to hear , video is clear to see , transitions are present, and all are used to enhance the message.
Call to Action	Call to action is not included.	Call to action is any of the following: not related to the topic, not easy to understand, or not a real solution.	Call to action is included and related to the issue.	Call to action is clear and easy to understand, related closely to the issue of the video, and a real solution .
Total				/60

Comments: